ELECTRICAL MERCHANDISING

JANUARY - 1956

McGRAW-HILL PUBLISHING CO., Inc

STATISTICAL and MARKETING ISSUE

10-year sales of appliances and radio-TV in both dollars and units

Major appliance, radio and television sales by states, year by year

Each state's share of 1955 sales, product by product

Retail sales by months during the past four years

Market studies on appliances, radio and television

1955 sales and saturation by utility territories

The index of saturation

The 1956 outlook



BY 9 GEOGRAPHIC DIVISIONS
AND 48 STATES

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a sensational newcomer to the low-priced cleaner field...





APEX SUPER DYNO-CLEANER

TWICE AS MUCH CLEANER AT HALF THE PRICE YOUR CUSTOMERS WOULD NORMALLY EXPECT TO PAY!

- · Chrome and copper color styling
- Super-suction, %-hp. motor
- Full-size, all-steel construction
- Free-wheeling coasters
- Complete tool set
- Super-size disposable dust bags
- Washable dust filter

NEW APEX STRATO-CLEANER, NEW APEX AERO-CLEANER AND A NEW LINE OF PROFIT-BUILDING CLEANER ACCESSORIES ... a powerful profit pair when teamed up with the popular APEX DYNO-CLEANER

world's lowest priced, complete, full-size canister \$ cleaner retails for only ...

Apex gives you more new sales and profit leaders!



The First Full-Size, Full-Load, Folding Wringer Washer

NEW APEX Foldaway WASHER

Saves space ... only 20" wide, yet washes up to 9 pounds of clothes in 6 to 8 minutes. Table-top design makes the Foldaway fit in anywhere ... in the kitchen, bathroom, utility room, basement laundry or wherever water facilities are available.



PLUS sensational APEX Spiral Dasher Wringer Washer and APEX WASH.A. MATIC Sales Specials designed to increase store traffic and PROFITS!

Going to the Winter Market? Be sure to visit the Apex Space 1160, Merchandise Mart...or get complete details from your Apex distributor.

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ELECTRICAL MERCHANDISING A MEGRAW-HILL PUBLICATION

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Vol. 88, No. 1



ELECTRICAL MERCHANDISING



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YOU'LL BE KNOCKED

by the new 1956

WESTINGHOUSE REFRIGERATORS AND RANGES...

with the sweetest color story ever told!

At the Chicago Winter Market make your first stop at Westinghouse Space 11122 Merchandise Mart Don't miss the special exhibit of exciting Confection Color Kitchens . . . four brilliant new concepts by famous designer Melanie Kahane



OFF YOUR SEAT



ELECTRICAL MERCHANDISING-JANUARY, 1956

!!

art ane

PAGE 3

CORY SOLVES REPLACEMENT GLASS PROBLEM!

Brand new Cory "Perc" plan gives dealer \$295 replacement bowl plus TWO 25¢ safety grids free with every 3 "Percs" purchased!



TWO 25¢ VALUE
SAFETY GRIDS FREE

CORY CORPORATION
221 N. La Salle St., Chicago 1, Illinois

Now-every time you buy 3 fast-selling Cory Glass "Percs" (Model DGP) you automatically get one replacement bowl and two safety grids free! You can sell the extra bowl and grids to make your plus profits! You can give the bowl away as an immediate replacement and solve questionable breakage complaints and gain good will and future sales! And, you can give the grids away, too, as a good will gesture! Any way you handle it, you profit!

This new Cory selling program is tailor-made to every dealer's need. It gives you the finest glass percolator on the market, plus the replacement bowls you need and other bonus goods FREE! Never before have you had an opportunity like this to benefit on any coffee maker!

COME SEE CORY at National Housewares Show South Pier, 624-632-634, Navy Pier

ABBEB CABVE	DEALED DOMING	DED! DAI'V MINU
URDER LUKIS	DEALER DUNUS	"PERC" PACK NOW
. – 44 – 40 – 40 – 40 – 40 – 40 – 40 – 4		

PLEASE SHIP ME 3 Percs at regular dea Safety Grids).	quantity of Cory No. 1921 Perc ler cost plus 1 FREE \$2.95 Repl	Deals (Each Deal Includes accement Bowl and 2 FREE 256
DEALER		
ADDRESS		
	(please print)	
CITY	ZONE	STATE
SHIP THROUGH my re	egular distributor	
Distributor address		
Statistical Section		

Business Quick-Check	Latest Month	Preceding Month	Year Ago	THE YE SO FA ('55 vs. '	R
SALES, factory, applradio-TV index (1947-'49 = 100)	166	127	138	30.2%	UP
DEBT consumers owe on applradio-TV (\$millions)	281	283	282	1.7%	BIGGER
FAILURES of applradio-TV dealers	30	23	32	25.1%	FEWER
RETAIL SALES total (\$billions)	15.8	15.8	14.1	9.0%	UP
DEPT. STORE sales index (1947-'49=100)	123	122	113	7.7%	UP
DISPOSABLE INCOME annual rate (\$billions)	271.7	267.1	254.5	6.8%	UP
LIVING COST index (1947-'49 = 100)	114.9	114.9	114.5	0.4%	DOWN
SAVINGS of consumers, annual rate (\$billions)	15.7	16.6	16.6	16.0%	DOWN
HOUSING starts (thousands)	107.0	113.0	110.7	11.2%	UP
AUTO output (thousands)	748.6	517.7	508.4	49.2%	UP
UNEMPLOYMENT (thousands)	2,398	2,131	2,893	18.1%	BETTER

RENDS

(Sources, in order: FRB, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

What's ahead for the industry in 1956?

You'll find detailed answers to that throughout this 36th annual Statistical and Marketing issue.

Those answers are uniformly optimistic.

Almost everyone is looking forward to extremely good business in the year ahead.

Consider, for example, the estimate's of 1956 business by manufacturers. Their guesses are summarized on page 333. They think that every major appliance (except wringer washers and ironers) will be up. Some of the increases are extremely big ones, too. Dishwashers are expected to jump 30 percent over 1955 figures; a 16 percent gain is seen for dryers and an 11 percent jump for room air conditioners.

What's this air of confidence mean for the dealer? Obviously it means more business. But it implies much more than that. You can sum it up in a single phrase—there's more competition ahead.

Here's why. Last month a big TV manufacturer was asked how business would be in 1956. "The industry will be down but we'll be up" was his immediate answer. Nobody's going to be content with merely maintaining his share of industry. Everybody's out after a bigger slice of the market.

That's why there is little complacency mixed in with the industry's confidence. That's why you can look for harder-hitting, more ambitious selling programs. That's why you can look forward to a rough and tumble struggle among manufacturers for their share of the market.

Nor is the increased competition likely to stop at the manufacturing level. There's been a dramatic comeback in the appliance field by department stores. You can expect these outlets to be even more active in going after appliance-radio-TV business in 1956. The discount houses may be changing form (by adding some of the services

customers have come to expect from the conventional retailer) but this won't lessen their impact on the market.

All this explains why the pervading air in the industry right now is one of confidence—not over-confidence.

You'll find more than statistics in this issue of ELECTRICAL MERCHANDISING. Literally dozens of product and marketing trends are apparent as you study the individual market studies.

Here's just a sampling:

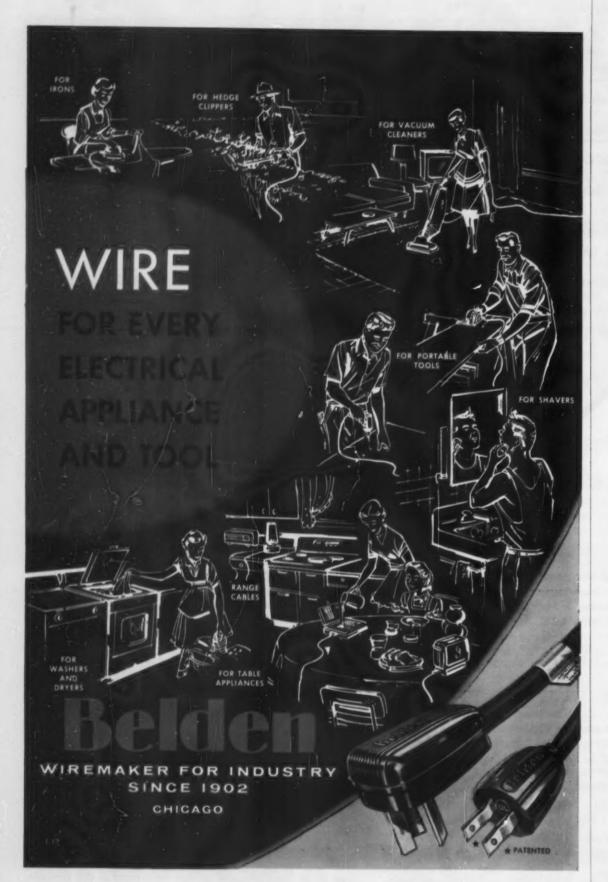
• In television: additional firms will shortly begin marketing inexpensive portable sets. More firms will also begin producing color sets and you can look for an eight to ten-fold increase in color sales during the year.

• In radio: watch the emergence of the transistor radio and remember that as the transistor becomes more widely accepted the portable set's share of the radio market will shoot upward—at the expense of the conventional, plug-in set. With batteries that last for two years homeowners won't hesitate to buy a transitorized portable for everyday use.

 In home laundry equipment: Last year automatics accounted for 73 percent of washer sales. This trend will continue year by year and by 1960 automatics will account for 87 percent of the washer market.

• In air conditioning: Increasing interest will be shown in bringing the appliance dealer into the year-round air conditioning picture. Two out of five dealers tell us they see a trend in this direction; even more surprising, one of six is already handling this type of equipment.

 In vacuum cleaners: the appliance dealer is handling a steadily (continued on page 6)



TRENDS

increasing share of the market and you can look for this trend to continue in the months ahead.

Important new data on the role of distribution in the economy is contained in a new study published recently by the National Bureau of Economic Research.

According to the study, the distribution of goods has employed a rapidly increasing share of the nation's labor force since 1930; at the same time the share of the labor force employed in production has declined.

Despite this, the cost of distribution (measured as a fraction of the retail dollar) has not increased since World War I.

Output per man-hour in distribution increased 20 percent between 1929 and 1949; in the same interval it increased 66 percent in manufacturing, mining and agriculture.

(The study differs from others in this field in several respects. Most important: the author considers the costs of manufacturers' central office sales activities and of their national advertising as a production cost.)

The latest survey of consumer buying intentions from the University of Michigan's Survey Research Center shows that 55 percent of those interviewed still think it's a good time to buy large household items such as appliances and television. (The survey was taken in October). That's the same percentage reported three months earlier in June, 1955.

Some economists think there may be a slight warning signal here. Business Week summed up their feelings in this way: "The consumer cannot be counted on to put new impetus into the economy. He seems set, for the most part, to keep up the pace at which he has been going."

Even so, the latest figures are hardly discouraging. The 55 percent figure mentioned above is an all-time high.

Other statistics are also encouraging. Thirty-six percent of all families think they're better off financially now than a year ago. The same number think they'll be better off a year from now.

-End.

... ownership, preference by brand and type of equipment, buying habits, comparisons with past years

For the up-to-date story of home appliance and equipment ownership, preference and buying habits in a major metropolitan market, be sure to see the 1956 Consumer Analysis of Greater Milwaukee. All data in this edition has been obtained from families since Jan. 1, 1956—and the complete book will be off the press about April 4th.

Appliance Market Increased by 10,000 New Homes Yearly

Although Milwaukee rates among the top cities in percentage of families owning many types of appliances, the potential here mounts up to boxcar figures in new prospects as well as replacements. For example: Only 16.4% own automatic clothes dryers; 15.5% own separate food freezers; 3% own automatic dishwashers. And more than 10,000 new homes each year add to the huge appliance and home equipment market in Milwaukee and its suburban area.

In The MILWAUKEE JOURNAL you reach 9 out of 10 homes in the Milwaukee metropolitan area and the better-buying families throughout Wisconsin.

Appliance Subjects Covered in the 1956 Milwaukee Journal Consumer Analysis

Cooking Ranges
Mechanical Refrigerators
Electric Washing Machines
Automatic Dishwashers
Automatic Clothes Dryers
Home Food Freezers
Room Air Conditioners
Electric Garbage Disposers
Electric Dehumidifier
Television Sets
Hi-Fi Sets

New 100-Page Fact Book on Milwaukee-Wisconsin



This handy reference guide, designed for the convenient use of advertisers, presents the detailed facts of the Milwaukee-Wisconsin market as it is today. Population, homes, growth, employment, income, retail sales, all are covered thoroughly and supplemented with charts, 30 keyed maps and 40 air views. Write for your copy of this valuable aid to sales planning in the Milwaukee-Wisconsin market.

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The latest and greatest
Zenith Electronic Triumph!

TENTH'S Royal 500"

up to 15 times
MORE
VOLUME

than radios of equivalent size

TONE QUALITY that will amaze you! Pocket Radio

(that will serve as an auto radio!)

30 times MORE
SENSITIVITY
To bring in more stations and perform
in more places. And a push-pull audio
system with 100 MILLIWATTS
of Undistorted Output!

This is what undistorted output means in performance

MORE POWER to pull in distunt stations; greater signal sensitivity.

MORE POWER to keep the volume well above noise level outdoors; greater gain.

MORE POWER to produce a strong response, even at great distances from a radio station; greater station selectivity.



YOU'VE COME TO EXPECT ONLY THE FINEST FROM ZENITH!

Just Compare These Features With Any Other Transistor Radio At Any Price!

- •180 milliwatts (maximum) of output power (100 undistorted). Compare this with the 12 milliwatts (maximum) of some transistor radios of equivalent size!
- 30 times more sensitive than many transistor radios of comparable size.
- Push-Pull Amplification. More power output with less draw on battery.
- Big Set automatic volume control to assure constant volume level.
- Powerful Alnico-5 magnet speaker gives full-throated performance, exceptional tone sensitivity.
- Batteries walled off from chassis to eliminate corrosion. Batteries easily changed. Fifty hours of listening pleasure with penlite bat-

- teries for less than a cent an hour under normal
- Weighs only 19 ounces! And small enough for a pocket or handbag. It's only $5\frac{3}{4}$ " x $3\frac{1}{2}$ " x $1\frac{1}{2}$ ".
- Dual-Purpose Handle. Acts either as carrying handle or upright easel for use on table.
- Super-sensitive Formula "Q" ferrite antenna to pull in more signals.
- Unbreakable nylon case. Built to withstand the roughest handling.
- Special earphone jack. A boon for the hardof-hearing! Or can be used for private listening so as not to disturb others.
- Civil Defense channels clearly marked.

SEE YOUR ZENITH DISTRIBUTOR NOW!

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QUALITY

The royalty of RADIO and Television®

Backed by 37 years of experience in radionics exclusively ALSO MAKERS OF FINE HEARING AIDS Zenith Radio Corporation, Chicago 39, Illinois

* Manufacturer's suggested retail price.
Prices and specifications subject to change without notice,

RENDS

REGION BY REGION

EAST



By Robert W. Armstrong

Despite local problems like snowstorms, TV shortages and tight credit, Christmas sales and 1955 volume set new records

TAKING inventory won't be as much of a job for eastern retailers this January as it was last. That's because some spot shortages and record or near-record Christmas sales combined to clean off shelves and display floors.

According to reports from retailers all over the East, Christmas business was very good indeed-good enough to insure a total of 1955 business anywhere from 10 to 20 percent above

Here's one sample. A Boston area dealer says his Christmas sales were (up to December 15 20 percent ahead of last year, thanks to brisk sales of small appliances, radios, broilers, fryers, roasters, and, surprisingly, hi-fi. His volume for all year beat 1954 by some 15 percent. A mid-December accounting showed refrigerators ahead 10 percent, washers up 10-15 percent, TV up 10 percent, small appliances up 30 percent, hi-fi. was 50 percent, ranges up 10 percent ranges. hi-fi up 50 percent, ranges up 10 percent, room air conditioners up 100 percent. That's a typical though unusually well item-

ized report. Another retailer in the same area figured a 12 percent overall increase for the year and individual product gains as follows: washers up 25 percent, TV and refrigerators up 15 percent. Biggest expected Christmas sellers were washers and TV. Biggest Christmas surprise was the demand for dryers. Biggest disappointment of the year was a drop in range sales-which he attributed to an apparently new practice in his area of landlords and builders supplying them in apartments and homes

Some sales declines bothered some New York City area retailers during the first two weeks of December. Most affected were TV and refrig-eration. One Yonkers dealer explained it this way: "Appliance sales for the first half of the month were disappointing. However, compared with 1954, volume was higher. We continue to be optimistic and anticipate finishing the year with a record over 1954. . . . Tightening of credit has lost us some sales, notably in TV."

A merchant right in New York City said, "Refrigerator sales are down, TV sales are off, while automatic washers are fair. . . . TV sales,

strong last month, fell off the first two weeks of December. . . . Refrigerator sales, though weak, are ahead of 1954 by 10 percent. . . . Restrictions in bank financing have cost us some sales."

In sharp contrast is the report from a lower

Westchester County dealer who says, "TV sales have been moderately higher so far this month. TV sales will account for more than 50 percent of our volume this year." Like his fellow New Yorkers, however, his refrigerator sales were off for the month.

Sales slid off some in upstate New York, too, but for a different reason. A big snowstorm the last week of November and a newsprint shortage restricting advertising were the reasons most often advanced. However, Buffalo region dealers did well with radios, record players, traffic appliances. All in all, most of them expected final Christmas totals to beat 1954 by at least 10 percent. Part of the good business, at least to percent. Part of the good business, at least, could be attributed to promotions. A Jamestown, N. Y., dealer sold 213 TV sets with a 62 hour marathon promotion during which his salesmen wore Santa Claus suits instead of the usual nightshirts. Another firm in another town got good TV sales by offering a free \$50 Lionel train with every set. A third merchant ran a successful dryer promotion by offering a six-foot stocking full of \$42.50 worth of gifts for children with every purchase of a Norge dryer. And a fourth stimulated refrigerator buying by giving away a \$69 roaster with every box of 11.2 cubic feet.

In Philadelphia, the center-of-town and sub-urban dealers did the best Christmas business. Neighborhood stores, on the other hand, didn't always fare so well. Like New York, TV sales slid for some retailers-but for different reasons. The problem in Philadelphia was shortage. One distributor admitted bluntly, "We're in horrible shape in getting them in." This distributor found, along with some Philadelphia retailers, that, while washer and dryer volume has held up well, washers weren't in the usual expected demand as Christmas gifts. Far from being disturbed about it, this distributor took it as a good sign: "The seasonal peaks and valleys seem to be becoming a thing of the past . . . it spreads the business throughout the year and eliminates this business of feast or famine."

Summing up reports from Philadelphia restailers you get a picture of good TV sales (despite the spot shortages), increasing movement in color TV ("We sold three 21" color sets this week"), excellent volume in clock radios, fair sales of small appliances, heavy washer and dryer business, some refrigeration sales, more cash sales.

Refrigeration should be big in 1956, predict these same merchants. Reason: we're getting into a big replacement market; most of the early post-war units are ready to be traded in. One dealer even goes so far as to say, "On refrigeration we did a much bigger job this year than last-both in the holiday season and in the year as a whole. We seem to be hitting the replacement market we've been talking about for so long.'

Christmas selling got started earlier in Washington than almost anywhere else. Usually the push starts after Thanksgiving. This year retailers jumped the turkey in everything from inventory to extra personnel and one department store had its biggest pre-Thanksgiving Thursday in history. Like many other eastern cities, Washington reports that customers are buying the higher priced items. One retailer estimates the average purchase is up about three percent.

The outlook for 1956 is still one of optimism. No one is seriously disgruntled. With 1956 an election year, with rumors of a tax cut, with employment way up, and with the fact that housewives have money and the inclination to spend it, the first six months, according to most eastern dealers, have just got to be good.

> in the WEST



By Jack Lane

Spread between discounters and "legits" narrows as '55 profits lag behind volume . . .

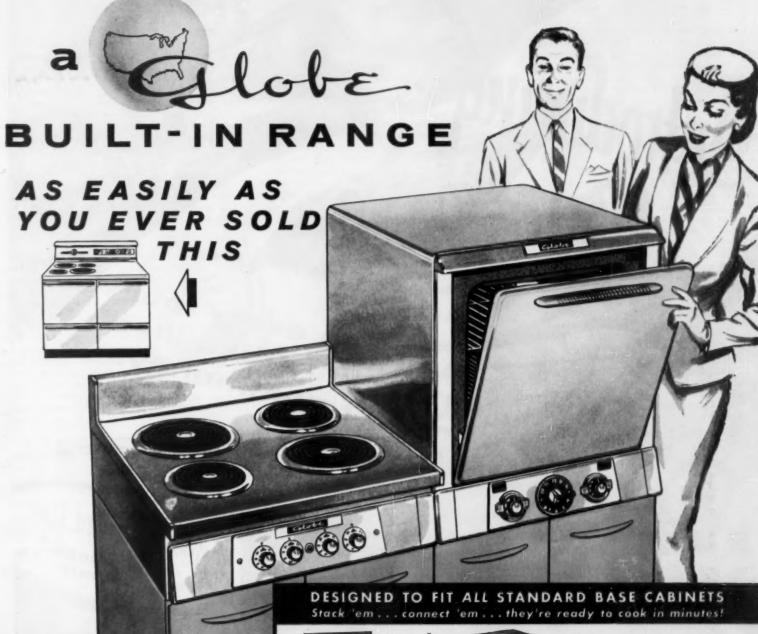
AS late reports come in on December business and 1955 business as a whole in the and 1955 business as a whole in the Midwest, 1956 looks like a tough year. Tough, that is, if appliance dealers are to equal or better their 1955 sales records. Almost without exception, dealers and distributors queried agreed that the past 12 months racked up new records for most all appliances, radio and TV.

Volumes have increased-but profits? Well, that's a different matter. Many dealers frankly admit their profit sheets suffered as they struggled to keep up with competition. Generally, there's less evidence of the out-and-out discounter - the "you-pick-'em-up-and-haul-'emaway" boys. But there's been a gradual trend toward softening of list prices and more realistic middle-road pricing that forced the discounters up from the bottom of the price ladder and many other dealers down a rung or two from the top.

List prices? Sure, there're still a few dealers who say they sell at list, but many of them have upped their trade-in allowances, resulting in the same thing as discounting when profit dollars are counted.

Partially because of this general upheaval of pricing and partially because the big, booming consumer market demanded it, dealers have done two things to stay competitive. First, (Continued on page 13)

You Can Sell and Install



New! ADEQUATE WIRING FOR ALL APPLIANCE NEEDS





Just fasten four screws! Four electric and two gas models that stack on any 28-inch-high cabinet base.

ELECTRIC OVENS

Sized to fit any 24" x 28"-high base — instantly! Available in stainless steel, copper porcelain or copper plate.

EVERY WOMAN WANTS a built-in range...you'll self them all with Globe STACK-ONS! Years-ahead styling, unbeatable features... best-looking, best-cooking, by far. Easiest of all to sell and install. Only 48 inches of floor space will prove it!

Globe Electropanel

PROVIDES ADEQUATE CURRENT, AMPLE OUTLETS FOR MODERN ELECTRIC APPLIANCES

- No More Blown Fuses
 - Operates Four Appliances—Simultaneously
 - Timed Outlet for Controlled Cooking
 - UL Approved

GET THE FACTS ABOUT GLOBE... America's Only Complete Line of Electric and Gas Built-In Ranges

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Show		STACK-ON	-	-	are easiest	to sel
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Firm	Name					
Stree						



The local circulation of national magazines—the reader-impact in your own advertising consistently for nearly a generation-is the outstanding advertiser among exclusively water-heater manufacturers. That's one of the many reasons BIGGER and BETTER '56! To protect your own future, contact White TODAY!



are the keys to their doors







. plus powerful POINT OF SALE displays and . . .



WHITE PRODUCTS CORPORATION, Middleville, Michigan . Water Heating Specialists Since 1930 . Division of Lamb Industries, Inc.

New Restyled Line

ANNOUNCED THIS MONTH!

TRENDS REGION BY REGION

they've pared operating expenses down to a minimum without damaging their service, mer-chandising and promotions. Like the proverbial Scotchman, they squeeze the last ounce of usefulness out of every dollar they spend. One large dealer in Eau Claire, Wis., who has been in the business an even 30 years says price cutting has him dancing to a fast tune to maintain his integrity and reputation and still make a

Some dealers cut overhead by letting a bank handle their credit, accounting, bookkeeping and collection functions on charge accounts for a small service fee. This revolutionary system was developed by Professor Robert H. Cole, University of Illinois, who reports more and more banks throughout the country now offer

the service.

Secondly, more and more dealers have found it necessary to promote and merchandise more aggressively than ever before. They look for and grab eagerly at low-budget promotions. Manufacturers and distributors have no trouble getting dealers to use their sales tools if they don't cost much money. Solid merchants who've handled appliances for many years have growing trouble getting salesmen who are more than order takers. Turnover is disturbingly high in some areas; salesmen quit because they don't like the business or don't think they're making enough money, or employers let them go be-cause they won't merchandise with any real

Small appliances and housewares are going great guns everywhere you turn. In Milwaukee, for example, some dealers have run out of popular brands, find they can't get more soon enough and turn to lesser known or off-brand merchandise to satisfy the market. More catalogs than ever—and lots of them from smaller dealers—appeared in the Chicago area. They're thought to be partly, at least, responsible for the extra-heavy store traffic late in November and early December. Early Christmas decorations, which appeared in many more towns and cities right after Thanksgiving also stimulated early shopping.

Sellouts are also reported in small radios and portable phonographs. The sales manager of one big Chicago manufacturer sat in his office with a double handful of unfilled orders and

moaned, "If we'd only known."

Nearly 300,000 television sets were sold in Chicago for the 12 month period ending October 31, 1955. As we go into the plum-ripe TV season it's interesting, and a little disheartening, to note the apathy that greeted NBC's announcement of its conversion of Chicago's WNBQ to all color programming by April 15 this year. Last month in this column, we reported that only "a ripple of interest" showed among appliance men as the result of NBC's move. Now, a month later, the ripple is flattening out, if anything. This seems to be the situation: Manufacturers are not inclined to push too hard for color TV since they're tooled up for high black and white production and because we're just entering the hottest selling season for receivers. They're more apt to push later in the year—say late spring or early sum-mer—when black and white falls off and after the NBC conversion is complete.

NBC Chicago says it has no particular promotion or advertising plan ready now. It's making the conversion a little at a time, quietly adding to color programming as facilities are available.

Sol Polk of Chicago's Polk Brothers, who never lets an opportunity pass just because others do, says "we must take the merchandise to the market." Polk says the only way to get color TV sales moving is to get exposure in key areas. To do this he has outside salesmen can-vassing likely prospects. He's placed color sets in the Key Club and other popular Chicago eateries. A new promotion is built around a hand typed letter, signed by Polk, sent to executives of leading advertising agencies, important media people, food manufacturers and other users of television to advertise their products. Accompanied by a package of Vogue, many-hued cigarettes, the letter invites the reader to "have a smoke on Polk while we take a moment to discuss with you the challenge and promise of color television.'

More than 1,400 of these letters will be sent out all over the country urging the recipients to give color TV sets to "key people on your management staff. . . . Mass exposure to color television is the next important step in exploit-

ing this market."

Although price is not mentioned, the letter offers to "prepay freight to any place in America on any color TV set you order, and furthermore arrange for installing and servicing that set." Reason for the offer, says the letter, is because "we are completely convinced color television is . . most important development in merchandising and advertising since the inception of black and white . . . you of all people need no reminder of that event."

... in the SOUTH



By Amasa B. Windham

Prospects for continued high sales through 1956 seen in plans advanced by utility sales managers . . . 1955 was best merchandising year in history

WHAT kind of business do southern dealers expect for 1956? The answer is an almost unanimous chorus-good business. But you want to know more than that. How good?

One of the best tip-offs as to what the appliance industry down South expects in 1956 is the plans which have been formulated, or are being formulated, by utilities for promotional and selling campaigns for dealers. Since most sales promotion managers are pretty chary about setting too high a sales goal-because, naturally, they like to see those goals fulfilled-

you can rely on their figures.

We looked over some shoulders this month and can say flatly that most utility sales promotion men down here expect buying records

to go right on being broken.

Hugh Isley, of Carolina Power & Light Co., won't announce 1956 dealer sales goals until January, but Carolina dealers say it's no secret that they are going to equal or exceed 1955.

C. L. Osterberger, of Louisiana Power & Light Co., declared back in October that "sales op-portunities in 1956 should be at least as good" as they were in 1955. Henry Keele, of Florida Power & Light Co., has not announced sales quotas for 1956. Last January he set the goal for \$65,000,000, hastily revised it a month later to \$75,000,000 and in a cinch to wind up the year with more than \$80,000,000. Henry is close-mouthed but some Miami dealers have heard him mention an \$85,000,000 figure lately.

Ed Avegno at New Orleans Public Service, Inc., hasn't announced his 1956 goals either, but you can bank on it that they will equal or exceed 1955. Both Paul Brown, of Alabama Power Co., and Howard Wilson, of Georgia Power Co., believe business in 1956 will be as good or better than in 1955. Dealers and distributors, for the most part, back up the

utility men.

"Steel is being produced at capacity and over capacity," said one big Memphis dealer, who looks for shortages. "You gotta have it to turn out appliances and I know a lot of manufacturers that aren't getting as much as they need." But another big Memphis dealer, scarcely 12 blocks away from him, disagrees-and here are his exact reasons: "Look-don't quote me, but if you do, don't mention my name. This is a political year. I'm a Democrat, mind you, if Ike don't run-and I don't believe he will—the Democrats will win and we'll be back to the mediocre selling years." Upon which doleful note, we close the outlook for next year.

By mid-December, refrigerators were selling at an appreciably faster rate than in 1954 in Charlotte, Nashville, Atlanta and Miami, ac-cording to reliable contacts. There was little change in New Orleans and Birmingham and a slight decrease in Jacksonville and Memphis. (Dealers in the latter cities declare they do not usually anticipate good refrigerator sales in December, except around Christmas time).

There were few bad reports on television sales, except in the color line. Color TV "is just too high to sell readily" as one Birmingham dealer expressed it. "Nine hundred bucks is a lot of dough to sink in a TV set," he said. But sales of regular black and white sets were booming everywhere.

Many dealers reported they had received

checks as down payments on TV Christmas presents to kinfolks and friends. One enterprising dealer in Columbus, Ga., said he was pushing this idea at a profitable pace. "I tell 'em—why not give your sister, or mother, or aunt, or parents a Christmas present of a down payment on a television set? And I've done a pretty good business with the idea."

In November and December, there was a steady sale of electric ranges in Miami, Birmingham, Memphis and Atlanta, a slight decline in New Orleans and Charlotte, and an increase in sale and an increase increase in sales in north Louisiana and Arkansas. The latter state, not reported on in some time, showed estimated increases in dealer sales of electric ranges ranging from 10 percent in Little Rock to 40 percent in West Memphis. Big building additions in Arkansas cities and towns were credited with the increased sales. This is an old story now, but Arkansas, like every other southern state, is simply building up at a fantastic rate, and appliance sales are following the builders.

Little Rock dealers were also selling a lot of

(Continued on page 16)

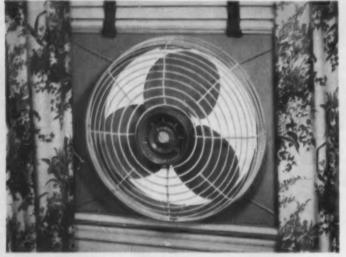
FANS

proudly present . . .



FOR VOLUME

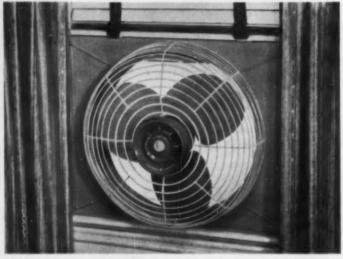
WINDOW FANS are the BIG DOLLAR ATTRACTION!



New 20" Exhaust Fan-W-2

- 3 speeds
 Convenient controls
 Adjustable
 Weatherproof

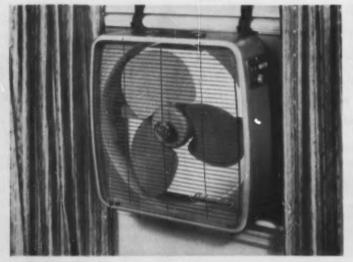
LOW LOW PRICE



New 20" Window Fan Electrically Reversible—W-3

- 3 speeds
 Powerful
 Weatherproof

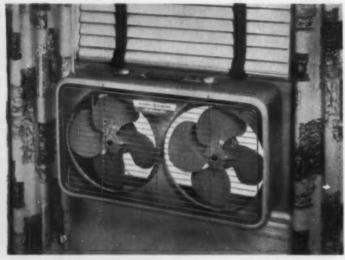
BARGAIN PRICE



New Deluxe Automatic Window Fan-W-4

- · Electrically reversible

- S speeds
 Portable
 Automatic thermostat control
 Pushbutton panel



New Twin Window Fan -T-3

- Automatic thermostat control
 Reversible
- Portable
 Fits sash or casement windows

NEW LOW PRICE

-Greatly Reduced Prices! With 5 year written warranty

SALES AT FULL PROFIT!

for HOME and OFFICE

AND NOW A G-E FAN ...

at the amazing



LOW PRICE

- Aerodynamic design
- · Quiet
- · Sturdy
- · Tilts to any angle
- · Safe

Famous G-E Oscillating Fans . . .

10" 5-107

12" 5-125

16" V-163





- wall or table . Quiet-Rubbermounted
- Motor and oscillator—completely enclosed
- Motor oiled for years of service

A GREAT NEW MODEL **G-E ROLL-AROUND FAN**



- POWERFUL 20" FAN
- **ADJUSTABLE**
- VERSATILE
- TILTS UP OR DOWN
- THREE SPEEDS
- . SAFETY DESIGN

The Best in Specialty Fans at New Low Prices



Versatile All-Purpose Fan

- Completely safe
 Broad airstream
 Modern Design

NEW LOW PRICE \$7995

Hassock Fan



Year-Around Kitchen Ventilator

NEW LOW PRICE \$5995

NEW LOW PRICE \$795

POWERFUL "WEATHERIZED" ADVERTISING

Local newspapers when it's hot! That's "Target Torrid," G-E Fans' weather-forecasted way of releasing ads in your town when "the heat's on." The results? They come in clutching the ad demanding the G-E Fan you asked us to advertise.

National Television week after week! G-E Fans sponsor "Warner Bros. Presents," one of the most popular summertime shows running. The story of "low-cost room cooling" will be demonstrated in 4,500,000 living rooms from June 5th, to July 24th.

Outdoor (mammoth posters) near your store! Enormous 24-sheet posters selling the new G-E 20" Window Fan to all who pass by. This is the first time any G-E Small Appliance has capitalized on this greatest-of-all impact media!

*Manufacturer's recommended retail or Fair Trade price. Automatic Blanket and Fan Department, House-wares and Radio Receiver Division, General Electric Company, Bridgeport 2, Connecticut.

5-YEAR WRITTEN WARRANTY

is your assurance of repair or replacement of any part which proves defective in material or workmanship.

Progress Is Our Most Important Product

GENERA



ELECTRIC

TRENDS REGION BY REGION

washing machines. Memphis distributors, who supply most of the area, said that sales of laundry equipment have been at a high pace all year in the Arkansas capital, with exceptionally good business since mid-October. Automatic washers held a steady sales course in almost every area of the South, in fact, and by mid-December had totted up the largest sales year in history. Clothes dryers, too, have sold exceptionally well all year, leaving only ironers and conventional washers lagging.

The smash selling successes of the year in the South were water heaters and dishwashers.

Both items made heavy profits for dealers in

Both items made heavy profits for dealers in Birmingham, Memphis, Charlotte, Atlanta, Birmingham, Memphis, Charlotte, Atlanta, Miami and New Orleans, as well as in the smaller cities, towns and the rural areas. And predictions for continued heavy sales in 1956 were forthcoming from everywhere.

in the GREAT LAKES



By N. Bleecker Green

Reports on fourth quarter and full year sales show wide variations from dealer to dealer

BUSINESS in the Great Lakes area during late November and early December was a variable thing with little consistency even within markets.

Dealers and distributors reporting from the state of Ohio showed signs of both ups and downs in their business. For example, one Columbus dealer said TV in November was up 30 percent over a slow October. Another Columbus source said his overall business was off 20 percent over the previous 30 days.

One Springfield (Ohio) dealer labeled his business up 21 percent from the previous 30 days, but a Cleveland distributor indicated that his volume was off by 10 percent. A Canton source put his as just "off"-due to supplier's And a Newark dealer commented that the end of November and start of December was "about the same."

Other parts of the area showed similar disagreement on how things were running. A Pittsburgh report shows that overall business is up some 15 percent. A Detroit dealer reports that his business is 3.5 percent lower for the past 30 days.

How does business this year compete with the same period of 1954 (late November and early December)? From the capital city of Ohio come two reports putting it about even. A mid-state dealer says his city business was "up 20 percent," but a Cleveland dealer says it was down 10 percent. A Newark, Ohio, re-tailer puts his business at a plus 15 percent.

The mixed up feeling continues in other parts. Lexington, Kentucky, shows one dealer

dropping 20 percent below this time last year. Pittsburgh shows business up 35 percent in one case. A report from one Detroit dealer calls business up seven percent over last year. Huntington, West Virginia, shows dealer business up 10 percent.

But a check of the record books in December shows that dealers are most interested in how the whole year of 1955 stood up.

There is no across the board agreement on the extent of the '55 upswing. The ups and downs all get their space in the reporting columns. One Columbus merchant puts 1955 about even. Another calls it "far ahead." Springfield, Ohio, appliance man calls his "up 10 percent." A Cleveland supplier put his ahead and others agree by various percentages. From Canton, Ohio cames one report which puts 1955 "five percent over last year." Newark shows it up 25 percent.

A Kentucky appliance dealer thinks his business is down 15 percent. From Pittsburgh comes the comment that business was "up considerably." Detroit retailers simply call the general rise as "greater." From West Virginia comes reports of business up as much as 25 percent over 1954.

As for individual products, a Columbus dealer puts refrigerators up in units, even in dollars. Gas ranges and all laundry equipment were also up. Air conditioning was very good. Radio was good, but TV was down. A mid-state Ohio dealer sees his appliance volume for the year up eight percent, television about even, radio up some 12 percent, housewares up 20 percent. A Cleveland source puts appliances and TV down, but both radio and housewares up. A Canton report indicates both appliance and housewares volume up, TV down,

radio about the same.

From Lexington, Kentucky, come reports that all appliances are down. A West Virginia source puts his appliance, television and radio sales up from last year, but he says housewares are off. Pittsburgh continues to indicate a good rise across the board. From the Motor City in Michigan come figures to show one dealer up 25 percent in white goods, up some 40 percent on television and about 10 percent lower on radio. His housewares business, he says, was "70 percent lower due to dealers selling at cost."

The character of the past twelve months was described by a Columbus merchant who said that the "most noticeable change was that it took many more units to equal the same dollar volume of the previous year." And, he added, "The most outstanding happening of 1955 was the emergence of the 'negotiating dealer'."

Strikes on various sources of supply put a crimp in some volume and was keenly felt by distributor and dealer alike. seems concerned with price cutting. Dealers from this city comment that large department

stores are doing more cutting than necessary.

Some distributors point out that a significant change during 1955 has been the trend toward higher priced units. Deluxe units moved well

How does the coming year look on the merchandising front? It's a tough question to

put to anyone so early in the year.

From central Ohio come optimistic viewpoints. "Things look big," is one comment.

The arrival of several large new industries in the heart of the Buckeye state may beef up retail business. Relocation of industry will do much to help put things up or down for dealers. Others show a wait and see feeling, and comment that it depends on "too many things, as strikes, auto sales and credit restrictions."

Most reporting dealers sum up Christmas holiday sales as "good." Some even go as far as saying it is "very good." A few call it about the same as last year. The pickup was late in some sections, coming along after the first week of December.

in the SOUTH-



By Fred A. Greene

1955 was good year for everyone . . . No letup in sales expected . . . Color TV may rise sharply in '56 . . . Built-ins help boom ranges, dishwashers and disposal units . . .

Y OU'LL hear no crics of anguish from the Southwest. Business was good in the last year and you have to look to find a pessimist about prospects for 1956.

In fact, 1955 was the second best year for many distributors and dealers, with only 1953's booming records surpassing the volume of sales last year. To prove their faith in the consumer public, many are planning to shoot for large gains in 1956-one distributor in San Antonio is aiming for a 50 percent increase in appliance

sales and a healthy boost in TV sales.

Speaking of TV, most distributors remain cautious about color, but there appears to be a marked increase in favor of color. They have color sets, but not many. Most are waiting for lower prices and better programming before investing heavily. One Houston station increased its color program scheduling and there's optimism in that city that color sets may begin to move at a faster clip. One small dealer in Houston always manages to persuade prospects to see his color sets even though they ask for black-and-white. With increased color programming, more prospects can be steered to color sets. As a result, this dealer has sold one color set a week in his small suburban store. He expects to at least double this in the coming

Dallas distributors report TV sales as good, while in San Antonio TV is moving reasonably well. However, in most large Texas cities, there is fairly heavy saturation and current sales in many cases are for high-end models. Oklahoma cities also report good sales. Volume is up on the average about 15 to 20 percent. One Texas utility pretty well summed up the reason for continued good sales: Better programs, more stations and a desire for bigger sets.

Flectric ranges are the biggest overall sellers in the Southwest. Increases range from around percent to close to 80 percent. Fort Worth dealers noted the 35 percent gain-a good one by any standard-but the feeling there is that

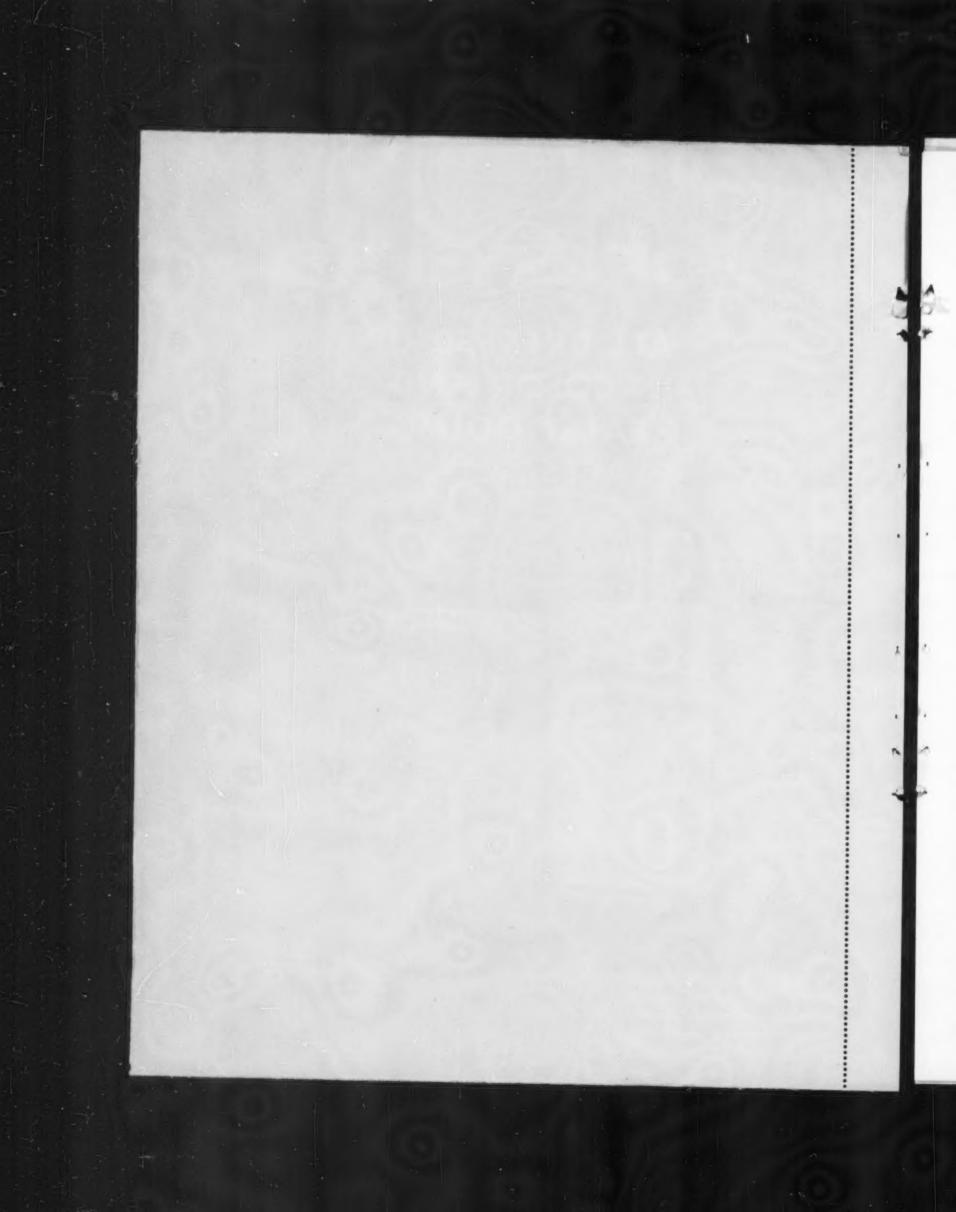
(Continued on page 29)

NORGE for 56

ALL DRESSED UP IN COLOR AND REALLY GOING PLACES...



See it during the Chicago Winter Market Room 234 Second Floor West Merchandise Mart





NORGE Customatic Food-Stor Refrigerator
model C6-12



NORGE Customatic Food-Stor Refrigerator

GENERAL STORAGE REFRIGERATOR

All refrigerator from top to bottom. Provides over 11.6 cu. ft. for general food storage by eliminating the freezer section. Makes this Norge Food-Stor refrigerator the perfect mate for your home freezer.

EXCLUSIVE CUSTOMATIC COLD SYSTEM

Regardless of season, climate or storage load, correct temperatures for keeping foods at the peak of freshness are maintained automatically in moist-cold compartment. A convenient control allows you to tailor-make the temperature level you want; from then on you forget it. Defrosting, too, is a thing of the past, for before frost can build up your Customatic Cold System removes and evaporates it automatically.

MOIST-COLD REFRIGERATION

Food freshener plate maintains automatically the proper balance of cold and humidity for perfect storage. Even uncovered and hard-to-keep foods stay fresher longer, in cold zones proved best for all the foods on your weekly shopping list.

TWIN PORCELAIN CRISPERS

Easy-sliding crisper drawers keep an abundance of fruit and vegetables farm-fresh, moist and appetizing. Finished in porcelain; equipped with cover.

SPECIAL ICE CUBE COMPARTMENT

Holds four beautiful Goldtone shucker ice cube trays which yield 96 cubes.

MEAL SAVER JARS

Save and serve left-over foods and snacks, solid or liquid. Handy jars are beautifully styled to match the over-all interior design.

ROLL-OUT ALUMINUM SHELVES

Roll out all the way to bring everything up front for easiest selection . . . there's no groping for food stored at the rear. Sturdy shelves are gold-anodized aluminum, with smooth-acting nylon rollers.

MEAT-SAVER

Spacious, roast-deep container with cover keeps up to 8.5 pounds of fresh meat at ideal temperature for short time storage, in sight and within easy reach. Removable for counter use and easy cleaning.

DOUBLE-DEEP HANDIDOR STORAGE

Has special compartments which hold dairy products, fruits, jars, and dozens of other items, including tall quart bottles. Everything is in quick, easy reach for really wonderful convenience.

TILT-DOWN SHELF GUARDS

Designed to allow use of *entire* double-deep Handidor space. Operates easily with smooth lift-up tilt-down action.

BUTTER BANK

Keeps a full pound of butter at correct storage temperature. Container can be removed from door for convenient table use. Special compartment divider may be shifted for greater storage flexibility.

CHEESE CONDITIONER

The perfect cheese keeper! Holds up to a two-pound brick of any variety.

EGG NEST

Ideal egg storage is at your fingertips in a smart, plastic cradle-carton that you can remove easily and use at work counter. Holds a big supply of eggs under cover, each in its own individual nest.

TWO-TONE INTERIOR

Gleaming white porcelain interior accented by Viking Blue color styling, adds luxurious note to the modern kitchen.

BONUS INSULATION

High-efficiency glass fiber and styrofoam insulation wrap the cabinet interior completely, insuring thrifty operation and uniform cold.

NORGE "POWER-KING" UNIT

Thrifty, dependable compressor is permanently sealed in oil with internal spring suspension for quiet operation. 1/6 h.p., 110-120 volt, 60-cycle A.C. unit. 5-year Protection Plan includes 1-year refrigerator warranty, additional 4-year warranty on sealed-in system.

ADDITIONAL FEATURES

Titanium Porcelain Interior . . . New Cross-Bar Door Latch . . . Full-Formed Balloon Door Gasket . . Luxurious Goldtone Shelves and Trim . . . Recessed Automatic Interior Light and Temperature Control . . "Norgloss" Baked Enamel Steel Cabinet . . . Four Adjustable Leveling Glides.



NORGE Customatic Refrigerator-Freezer
model C6-14

Model C6-14 SPECIFICATIONS

OBGE Sales Corporation, subsidiary of Borg-Warner Corporaion, Merchandise Mart Plaza, Chicago 24, Illinois, whose policy ane of continuous improvement, reserves the right to make hanges in the prices and specifications of its products without notice.

NORGE Customatic Refrigerator-Freezer

EXCLUSIVE CUSTOMATIC COLD SYSTEM

Regardless of season, climate or storage load, correct temperatures for keeping foods at the peak of freshness are maintained automatically in both the freezer chest and moist-cold compartment. A convenient control allows you to tailor-make the temperature level you want; from then on you forget it. Defrosting, too, is a thing of the past, for before frost can build up in the refrigerator your Customatic Cold System removes and evaporates it automatically.

SEPARATE FREEZER COMPARTMENT

A true home freezer with a giant capacity of 81 pounds of frozen food! Temperature is automatically maintained at deep-down zero cold that quick-freezes meats, vegetables or pastries and keeps them freshfrozen for months. Three shucker trays yield 72 ice cubes. Chest is sealed off and insulated on all six sides; has aluminum liner to conduct cold faster.

MOIST-COLD COMPARTMENT

Food freshener plate maintains automatically the proper balance of cold and humidity for perfect storage in the refrigerator compartment. Even uncovered and hard-to-keep foods stay fresher longer, in cold zones proved best for all the foods on your weekly shopping list.

TWIN PORCELAIN CRISPERS

Easy-sliding crisper drawers keep an abundance of fruit and vegetables farm-fresh, moist and appetizing. Finished in porcelain; equipped with glass shelf cover.

MEAL SAVER JARS

Save and serve left-over foods and snacks, solid or liquid. Handy jars are beautifully styled to match the over-all interior design.

ROLL-OUT ALUMINUM SHELVES

Roll out all the way to bring everything up front for easiest selection . . . there's no groping for food stored at the rear. Sturdy shelves are gold-anodized aluminum, with smooth-acting nylon rollers.

MEAT-SAVER

Spacious, roast-deep container with cover keeps up to 8.5 pounds of fresh meat at ideal temperature for short time storage, in sight and within easy reach. Removable for use wherever you choose.

DOUBLE-DEEP HANDIDOR STORAGE

Has special compartments which hold dairy products, fruit, jars, and dozens of other items, including tall quart bottles. Everything is in quick, easy reach for really wonderful convenience.

TILT-DOWN SHELF GUARDS

Designed to allow use of *entire* double-deep Handidor space. Operates easily with smooth lift-up, tilt-down action.

BUTTER BANK

Keeps a full pound of butter at correct storage temperature. Container can be removed from door for convenient table use. Special compartment divider may be shifted for greater storage flexibility.

CHEESE CONDITIONER

The perfect cheese keeper! Holds up to twopound brick of any variety.

EGG NEST

Ideal egg storage is at your fingertips in a smart, plastic cradle-carton that you can remove easily and use at work counter. Holds a big supply of eggs under cover, each in its own individual nest.

CUSTOM CAPS

Available in smartly patterned grey, copper and satin-chrome finish. Optional.

TWO-TONE INTERIOR

Gleaming white porcelain interior accented by Viking Blue color styling, adds luxurious note to the modern kitchen.

BONUS INSULATION

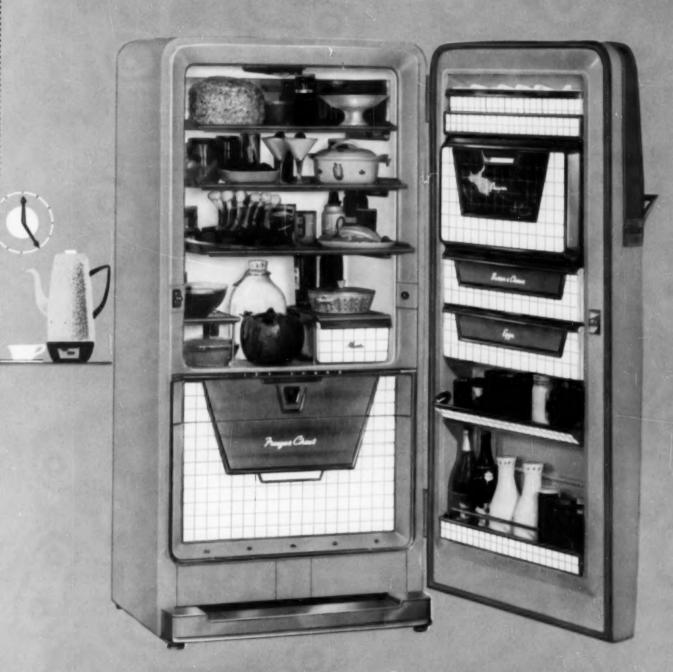
High-efficiency glass fiber and styrofoam insulation wrap the cabinet interior completely, insuring thrifty operation and uniform cold.

NORGE "POWER-KING" UNIT

Thrifty, dependable compressor is permanently sealed in oil with internal spring suspension for quiet operation. 1/5 h.p., 110-120 volt, 60-cycle A.C. unit. 5-year Protection Plan includes 1-year refrigerator-freezer warranty, additional 4-year warranty on sealed-in system.

ADDITIONAL FEATURES

Titanium Porcelain Interior . . . New Cross-Bar Door Latch . . . Full-Formed Balloon Door Gasket . . . Goldtone Shelves and Trim . . . Recessed Automatic Interior Light and Temperature Control . . "Norgloss" Baked Enamel Steel Cabinet . . . Four Adjustable Leveling Glides.



NORGE Tri-Level Refrigerator-Freezer
Customatic model TC6-13 G



NORDE Sales Corporation, subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois, whose policy is one ill continuous improvement, reserves the right to make changes in the prices and specifications of its products without notice.

NORGE Tri-Level Customatic Refrigerator-Freezer

EXCLUSIVE CUSTOMATIC COLD SYSTEM

Regardless of season, climate or storage load, correct temperatures for keeping foods at the peak of freshness are maintained automatically in both the freezer chest, Ice Locker and moist-cold compartment. A convenient control allows you to tailor-make the temperature level you want; from then on you forget it. Defrosting, too, is a thing of the past, for before frost can build up in the refrigerator your Customatic Cold System removes and evaporates it automatically.

COMPLETELY SEPARATE FREEZER LOCKER

A true home freezer located at convenience level holds 105 pounds of frozen foods! Entire basket rolls out to you on lifetime nylon rollers with fingertip touch. Exclusive snap-action, roll-back feature gives a hearty power assist when closing freezer compartment. Temperature is maintained automatically at deep-down, zero cold that quick-freezes meats, vegetables and pastries and keeps them fresh-frozen for months. Chest is sealed off and insulated on all six sides; has aluminum liner to conduct cold faster.

EXCLUSIVE SEPARATE ICE LOCKER

Permits easy access to ice cubes and frozen juices without raising the zero cold temperature of the freezer compartment. Three shucker trays yield 72 ice cubes.

SPECIAL JUICE RACK

Located in ice locker, holds 10 cans of frozen concentrates—permits "removal" one at a time.

MOIST-COLD COMPARTMENT

Food freshener plate maintains automatically the proper balance of cold and humidity for perfect storage in the refrigerator compartment. Even uncovered and hard-to-keep foods stay fresher longer, in cold zones proved best for all the foods on your weekly shopping list.

MEAL SAVER JARS

Save and serve left-over foods and snacks, solid or liquid. Handy jars are beautifully styled to match the over-all interior design.

ROLL-OUT ALUMINUM SHELVES

Roll out all the way to bring everything up front for easiest selection . . . there's no groping for food stored at the rear. Sturdy shelves are gold-anodized aluminum, with smooth-acting nylon rollers.

MEAT-SAVER

Spacious, roast-deep container with glass shelf cover keeps up to 10 pounds of fresh meat at ideal temperature, for short time storage, in sight and within easy reach. Removable for use wherever you choose.

BONUS INSULATION

High-efficiency glass fiber and styrofoam insulation wrap the cabinet interior completely, insuring thrifty operation and uniform cold.

IN-A-DOR CRISPER

Swings down from door with market-fresh fruits and vegetables at easy-reach level. Entire crisper may be removed from frame and carried to counter for easy loading, unloading or cleaning. Plastic window shows you what's inside. Special divider permits extra storage flexibility.

DOUBLE-DEEP HANDIDOR STORAGE

Has special compartments which hold dairy products, fruit, jars, and dozens of other items, including tall quart bottles. Everything is in quick, easy reach for really wonderful convenience.

TILT-DOWN SHELF GUARDS

Designed to allow use of *entire* double-deep Handidor space. Operates easily with smooth lift-up, tilt-down action.

BUTTER BANK

Keeps a full pound of butter at correct storage temperature. Container can be removed from door for convenient table use. Special compartment divider may be shifted for greater storage flexibility.

CHEESE CONDITIONER

The perfect cheese keeper! Holds up to a two-pound brick of any variety.

EGG NEST

Ideal egg storage is at your fingertips in a smart, plastic cradle-carton that you can remove easily and use at work counter. Holds a big supply of eggs under cover, each in its own individual nest.

PASTEL COLOR STYLING

In addition to green, this model also available in white, pink and yellow. Colors optional.

CUSTOM CAPS

Available in smartly patterned grey, copper and satin-chrome finish. Optional.

TWO-TONE INTERIOR

Gleaming white porcelain interior accented by smart beige color styling, adds luxurious note to the modern kitchen.

NORGE "POWER-KING" UNIT

Thrifty, dependable compressor is permanently sealed in oil with internal spring suspension for quiet operation. ½ h.p., 110-120 volt, 60-cycle A.C. unit. 5-year Protection Plan includes 1-year refrigerator-freezer warranty, additional 4-year warranty on sealed-in system.

ADDITIONAL FEATURES

Titanium Porcelain Interior . . . New Cross-Bar Door Latch . . . Full-Formed Balloon Door Gasket . . . Goldtone Aluminum Shelves and Trim . . . Recessed Automatic Interior Light and Temperature Control . . . "Norgloss" Baked Enamel Steel Cabinet . . . Four Adjustable Leveling Glides.



NORGE Deluxe Refrigerator
model A6-115



NORGE Deluxe Refrigerator

CROSS-TOP FREEZER CHEST

Spacious, full width freezer chest with aluminum liner stores 42 lbs. of frozen foods. Chill tray with additional 13 lb. capacity—total frozen storage space of 55 lbs. Shucker-type ice cube trays provide 48 cubes. Freezer door when open serves as a handy loading shelf.

ROLL-OUT ALUMINUM SHELF

Rolls out all the way on smooth-acting nylon rollers to bring everything on shelf up front for easiest selection . . . there's no groping for food stored at the rear. Sturdy shelves are gold-anodized aluminum.

MEAT-SAVER

Spacious, roast-deep container keeps up to 8.5 pounds of fresh meat at ideal temperature for short time storage, in sight and within easy reach. Removable for use wherever you choose.

DOUBLE-DEEP HANDIDOR STORAGE

Has special compartments which hold dairy products, fruit, jars, and dozens of other items, including tall quart bottles. Everything is in quick, easy reach for really wonderful convenience.

TILT-DOWN SHELF GUARDS

Designed to allow use of *entire* double-deep Handidor space. Operates easily with smooth lift-up, tilt-down action.

BUTTER BANK

Keeps a full pound of butter at correct storage temperature. Container can be removed from door for convenient table use. Special compartment divider may be shifted for greater storage flexibility.

CHEESE CONDITIONER

The perfect cheese keeper! Holds up to a two-pound brick of any variety.

EGG NEST

Ideal egg storage is at your fingertips in a smart, plastic cradle-carton that you can remove easily and use at work counter. Holds a big supply of eggs under cover, each in its own individual nest.

MEAL SAVER JARS

Save and serve left-over foods and snacks, solid or liquid. Handy jars are beautifully styled to match the over-all interior design.

TWO-TONE INTERIOR

Gleaming white porcelain interior accented by Viking Blue color styling, adds luxurious note to the modern kitchen.

BONUS INSULATION

High-efficiency glass fiber and styrofoam insulation wrap the cabinet interior completely, insuring thrifty operation and uniform cold.

NORGE "POWER-KING" UNIT

Thrifty, dependable compressor is permanently sealed in oil with internal spring suspension for quiet operation. I/8 h.p., 110-120 volt, 60-cycle A.C. unit. 5-year Protection Plan includes I-year refrigerator warranty, additional 4-year warranty on sealed-in system.

HANDY PACKAGE SHELF

Convenient half-shelf keeps small items ready for use and easy to reach.

TWIN PORCELAIN CRISPERS

Easy-sliding crisper drawers keep an abundance of fruit and vegetables farm-fresh, moist and appetizing. Finished in porcelain; equipped with glass shelf cover.

TALL BOTTLE SHELF

Provides ample room for milk or bottled beverages, keeps them chilled to correct temperature at all times.

SPACE-PLANNED STORAGE

Wide spacing between full-width shelves provides ample room for all items on your weekly shopping list.

ADDITIONAL FEATURES

Titanium Porcelain Interior . . . New Cross-Bar Door Latch . . . Full-Formed Balloon Door Gasket . . . Luxurious Goldtone Trim . . . Recessed Automatic Interior Light and Temperature Control . . . "Norgloss" Baked Enamel Steel Cabinet . . . Four Adjustable Leveling Glides.



NORGE Double-Decker Refrigerator-Freezer

Customatic model C6-135

Model C6-135 SPECIFICATIONS

NORGE Double-Decker Customatic Refrigerator-Freezer

EXCLUSIVE CUSTOMATIC COLD SYSTEM

Regardless of season, climate or storage load, correct temperatures for keeping foods at the peak of freshness are maintained automatically in both the freezer chest and moist-cold compartment. A convenient control allows you to tailor-make the temperature level you want; from then on you forget it. Defrosting, too, is a thing of the past, for before frost can build up in the refrigerator your Customatic Cold System removes and evaporates it automatically.

SEPARATE FREEZER COMPARTMENT

A true home freezer with its own door and a giant capacity of 124 pounds of frozen food! Temperature is automatically maintained at deep-down zero cold that quick-freezes meats, vegetables or pastries and keeps them fresh-frozen for months. 5-position Adjust-A-Shelf lets you arrange freezer storage space to suit any need. Three shucker trays yield 72 ice cubes. Handidor tilt-down shelves hold frozen juices, ice cream. Chest is sealed off and insulated on all six sides; has aluminum liner to conduct cold faster.

MOIST-COLD COMPARTMENT

Food freshener plate maintains automatically the proper balance of cold and humidity for perfect storage in the refrigerator compartment. Even uncovered and hard-to-keep foods stay fresher longer, in cold zones proved best for all the foods on your weekly shopping list.

IN-A-DOR CRISPER

Swings down from door with market-fresh fruits and vegetables at easy-reach level. Entire crisper may be removed from frame and carried to counter for easy loading, unloading or cleaning. Plastic window shows you what's inside. Special divider permits extra storage flexibility.

TWIN PORCELAIN CRISPERS

Easy-sliding crisper drawers keep an abundance of fruit and vegetables farm-fresh, moist and appetizing. Finished in porcelain; equipped with glass shelf cover. Total crisper storage capacity 45 lbs. (includes In-A-Dor Crisper).

MEAL SAVER JARS

Save and serve left-over foods and snacks, solid or liquid. Handy jars are beautifully styled to match the over-all interior design.

BOTTLE BASKET

Recessed in the top shelf, this added convenience feature stores beverage bottles and even gallon milk containers at your fingertips. Bottle Basket rolls out with the shelf.

ROLL-OUT ALUMINUM SHELVES

Roll out all the way to bring everything up front for easiest selection . . . there's no groping for food stored at the rear. Sturdy shelves are gold-anodized aluminum, with smooth-acting nylon rollers.

MEAT SAVER

Spacious, roast-deep container with cover keeps up to 8.5 pounds of fresh meat at ideal temperature for short time storage, in sight and within easy reach. Removable for use wherever you choose.

DOUBLE-DEEP HANDIDOR STORAGE

Has special compartments which hold dairy products, fruit, jars, and dozens of other items, including tall quart bottles. Everything is in quick, easy reach for really wonderful convenience.

TILT-DOWN SHELF GUARDS

Designed to allow use of *entire* double-deep Handidor space. Operates easily with smooth lift-up, tilt-down action.

BUTTER BANK

Keeps a full pound of butter at correct storage temperature. Container can be removed from door for convenient table use.

EGG NEST

Ideal egg storage is at your fingertips in a smart, plastic cradle-carton that you can remove easily and use at work counter. Holds a big supply of eggs under cover, each in its own individual nest.

CUSTOM CAPS

Available in smartly patterned grey, copper and satin-chrome finish. Optional.

TWO-TONE INTERIOR

Gleaming white porcelain interior accented by Viking Blue color styling, adds luxurious note to the modern kitchen.

BONUS INSULATION

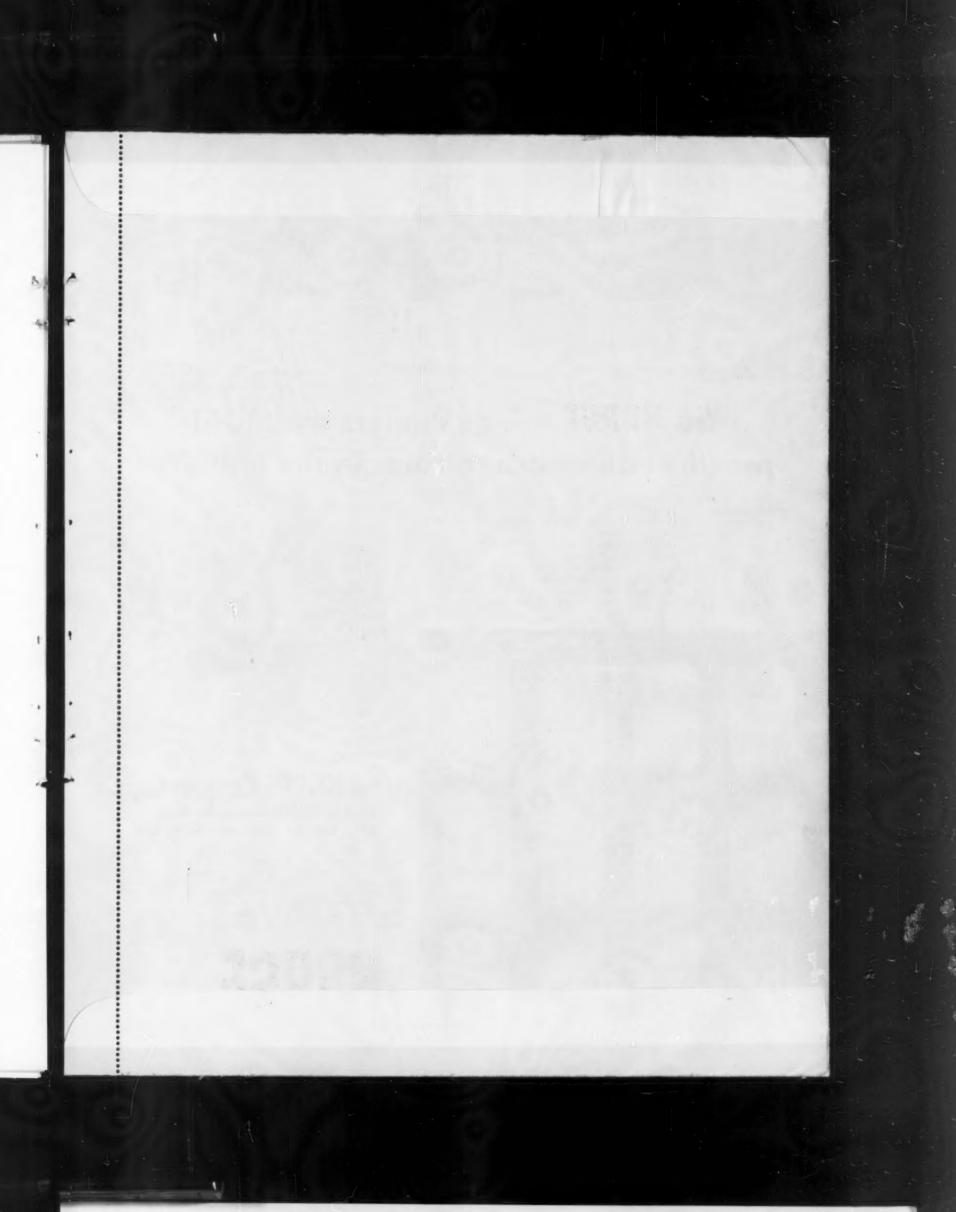
High-efficiency glass fiber and styrofoam insulation wrap the cabinet interior completely, insuring thrifty operation and uniform cold.

NORGE "POWER-KING" UNIT

Thrifty, dependable compressor is permanently sealed in oil with internal spring suspension for quiet operation. ½ h.p., 110-120 volt, 60-cycle A.C. unit. 5-year Protection Plan includes 1-year refrigerator-freezer warranty, additional 4-year warranty on sealed-in system.

ADDITIONAL FEATURES

Titanium Porcelain Interior . . . New Cross-Bar Door Latch . . . Full-Formed Balloon Door Gaskets . . Luxurious Goldtone Shelves and Trim . . . Recessed Automatic Interior Light and Temperature Control . . . "Norgloss" Baked Enamel Steel Cabinet . . . Four Adjustable Leveling Glides.



New solid colors for the Tri-Level . . .



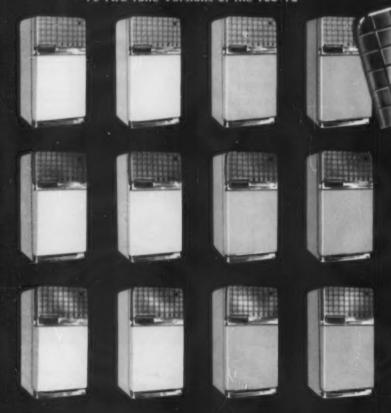
Model TC6-13 Tri-Level in yellow . . . pink . . . green

'56 NORGE brings dealers the MOST practical approach to color in the industry!

Here's a startling innovation to the whole idea of color in refrigerators . . . enabling you, for the first time, to show a tremendous variety of color combinations without getting into complicated inventory problems.

The NORGE basic colors for '56 confine themselves to just one model . . . the top of the line TRI-LEVEL. This model comes in green, pink, and yellow, in addition to glacier white. Then, by simply adding the fabulous new NORGE Custom Caps, you get 12 two-tone combinations to sell; combinations that will match, contrast, beautify any kitchen under the sun!

12 Two Tone Versions of the TC6-13



New NORGE Custom Caps

- ... Fit 3 Different Norge Models
- ... Give you 21 color models to sell.

Here's how Norge Custom Caps give you even more color flexibility. In addition to the TC6-13 Tri-Level, these beautiful grey, copper, and satin chrome aluminum "jackets" slip over the top of the C6-135 Double Deckey and the Giant C6-14. They permit in-store color changes to suit customers' tastes. Combined with the Tri-Level color story, this gives you a total of 21 color models to sell with a very minimum of inventory.

NORGE

NORGE SALES CORPORATION, Subsidiary of Barg-Warner Corporation,
Marchandiss Mart Plaza, Chicago 54, Illinois, Canada, Addison's Ltd., Tarante



TRENDS REGION BY REGION

electric ranges have just begun to take hold and a bigger increase is expected next year. Other Texas cities, particularly in the San Antonio-Houston-Corpus Christi area, report continuing good gains. In nearly all cases, the big jump is attributed to the gaining favor of built-in kitchens.

In Oklahoma, reports show range sales up 45 to 50 percent although stiff competition has begun to develop from gas utilities. One reason for the Oklahoma gain was due to a range promotion whereby free wiring up to \$50 was offered each range purchaser. The utility paid up to \$25 with the distributor and dealer responsible for the remainder. The gas interests began to fight back when it became apparent that electric range sales were on the upgrade. At last reports, the fight was heated and, as one distributor put it, the newspapers are the winners as both sides fight each other with advertising. In addition, gas interests retaliated by offering salesmen sizable bonuses for each gas range sold.

Dishwashers are moving well. In fact, one San Antonio distributor says his volume in November increased 125 percent over the same month of 1954. In most instances, however, gains ranged from around 20 percent to 40 percent in the Alamo city. Dallas dealers report a healthy 50 percent increase while in Fort Worth, light gains are noted by the sprinkling of dealers reporting. Houston sales are up, but no figures are available. In south Texas, around Corpus Christi, gains hover around the 60 percent mark. Reports from Oklahoma shows good gains, topped by a 70 percent increase by one Tulsa distributor.

Other appliances, such as dryers, refrigerators and freezers, are benefitting from the built-in boom. Dryer sales show a healthy increase which, in a few cases, is placed around 70 percent. Refrigerators and freezers are ahead, but not that much.

Credit in most instances is not a problem, but one Tulsa distributor did sound a warning. Delinquencies, he said, are up in his area and he fears some tightening. However, this prospect does not alarm him and another good year is expected. Most distributors and dealers think credit will loosen and they are basing their optimism on this factor. There is also the feeling that because people are getting more used to electric living, they will buy more electric appliances. And since business year to year has generally shown good gains, why not 1956, they ask?

The only sad note about 1955 sales was in air conditioning. Cool weather during June and July takes the blame. In Oklahoma City, where in 1954 there were 45 days over 100 degrees, not a single 100-degree day was registered. Dallas, long the Southwest's leader in air conditioning sales, also reported a drop. Houston lagged, too, though in San Antonio, due to price cutting, sales were up considerably—just about double, in fact.

Everyone made a good recovery from the September-October drop in sales volume. However, the drop was not evidenced by all distributors. One, though saving he had a drop in the big cities, insisted his overall volume actually gained due to an unexplained increase in rural areas and small cities.

Still, as one distributor so aptly summed it up: "We're going to have to advertise more and promote more during 1956. It must be more concentrated and better planned—well in advance, too."

in the FAR WEST



By Howard J. Emerson

Hampton sees bigger dealer profits in '56, more promotion of color TV, decline of discount houses

THE better-than-should-be-expected business of Far West appliance-TV dealers reported here in the December issue took a quick and emphatic decline in mid-November. However, for most dealers the slump lasted little more than two weeks, ending with a welcome return of good volume on the Monday after Thanksgiving. By Mid-December this volume was holding at a level that would indicate that the last quarter of 1955 would be the best of any peacetime year.

In this issue of ELECTRICAL MERCHANDISING, with its rosy record of fabulous '55, there must be a place for some forecasts as well as a little

guesstimating about 1956.

One of the nation's best known independent distributors and a frequent analyst of industry problems, is Kenneth L. Hampton, vice president of Valley Electrical Supply Co., Fresno, Calif. In his "Thoughts on 1956 Appliance Merchandising", a statement released in that area to associates, Mr. Hampton predicts:

in which some brand names will grow and others lose position, but it will be a profitable year for retailers. Specialty appliance stores will increase their volume substantially in 1956. This increase will be in all appliances, but particularly in the sales of dryers, portable dishwashers, freezers, colored appliances, color TV, and cooling equipment. This increase in volume will reverse the trend and start dealers thinking again in terms of total volume instead of margin.

"Helping dealers achieve this greater volume in 1956," says Hampton, will be "the beginning of a rapid decline in discount houses selling electric and gas appliances. This decline will be brought on by the stronger competition discount houses will meet from the specialty dealer, by the advent of color in appliances, by easier spending habits brought on by increased customer prosperity, and increase in customer dissatisfaction resulting from the discount houses past history of installation and servicing policies.

"The acceptance of colored appliances will increase in 1956 to as much as 25 percent of the volume in many retail stores, and a substantial amount of these colored appliances will go into existing homes. Furthermore, Hampton predicts, "this use of colored appliances will not cause a great increase in the use of metal cabinets in the western states. Home owners will paint existing or new wood cabinets in a continuance of the 'do-it-yourself' remodeling trend.

"1956 should mark the beginning of an acceptance by the home owner of cooling and ventilating as a necessity in the home on equal status with heating. Also, this acceptance will be so great that the cooling equipment business will grow by one-third to one-half each year for the next five years, and not exceed the demands placed upon it. This will mean that the industry will fail to develop both equipment sales outlets and salesmen as fast as they are needed.

"Retailers in 1956 will debate (with more

"Retailers in 1956 will debate (with more feeling) the loss of profit on the sale of built-in appliances to builders than they will the discount house problem. But many will see that in the long run the retailer will profit

by the large replacement business."

Hampton foresecs that "manufacturers will not increase their dealer outlets in 1956. Rather, there will be a furthering of the 1955 trend toward concentrating more volume in fewer outlets. There will, however, be a greater tendency to serve retail outlets on a carload

"There will be a trend, too, in 1956 for retailers to drop the practice of using inflated list prices. This will be brought about by competition, increasing alertness of the consumer to inflated prices, and the problems beginning to arise from large inventories of used appliances."

Because Hampton's concern does not handle television, his forecast has no reference to this important part of the far West dealer's business in 1956. So, for what it is worth, this observer will add one view:

In the major metropolitan areas of the Far West, color television will get strong promotional backing during the winer months—full scale promotion as distinguished from the simple co-op advertising of 1955. And dealers will find these promotions moving color TV. Dealers will find the promotions profitable because they will be backed by money, men and margins from their distributors. These promotions, which got their start in November, 1955, should move enough color TV to take care of West Coast quotas until spring. But not thereafter.

Even an extension of these promotions, with at least 50 percent of the cost and the manpower of distributors and factories behind them, cannot enable the far West to meet its quota of the color TV volume announced for summer and fall production. As mentioned here, maybe many times before, the far West cannot hold up its end of the color TV industry until network color shows can be recorded and rebroadcast at appropriate hours, or until enough color shows are available on film for broadcast by west coast stations at "family hours".

Nothing but optimism prevailed at the annual meeting of the economic research council of the American Marketing Association as it met in San Francisco to make its forecast of business conditions for 1956. Of interest to sales-minded retailers would be these figures:

Average weekly earnings are expected to increase in northern California by about \$4.00 a week, and will be accompanied by a very slight increase in number of hours worked. Factory employment is seen as increasing about six percent. Cash farm income will be down \$50 million. Taxable retail sales are expected to increase from \$7,595,000,000 to \$8,000,000,000, partly brought on by an expected increase of 4 points in the consumer price index.

WHAT IS YOUR

HERE'S A QUICK QUIZ FOR MARKET-MINDED APPLIANCE EXECUTIVES, WITH A FEW BRIEF FACTS THAT WILL INCREASE SALES.

Do you want to reach families with more young, growing children?*

	a 10 children		Total
	Under 10	10-17	Under 18
TRUE STORY		\$\$\$\$\$\$\$	165
Life			110
Ladies' Home Journal	\$\$ \$\$ \$\$\$\$	QQQ 31	112
Family Circle		000000	132
Better Homes & Gardens	\$\$ \$ \$\$\$\$.	?	102

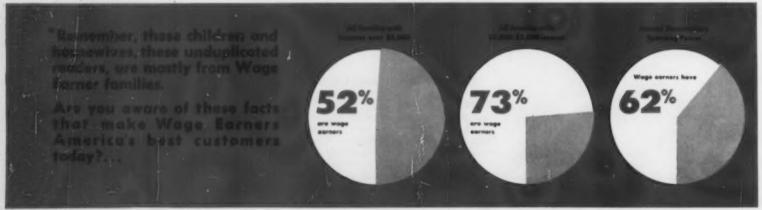
Do you want to reach young housewives?*

TRUE STORY women readers are younger-68% are 35 years and under. 89% are married.

Median Ages of Women Readers of Leading Magazines in Various Fields

TRUE STORY	28.6 years
Family Circle	35.4 years
Life	36.4 years
Ladies' Home Journal	36.8 years
Better Homes & Gardens	38.9 years

Sources: Storch, April 1955 P18 Rosearch Dept. Macfadden Publications, Inc.



MARKET PROBLEM?

Do you want to reach a huge, virtually unduplicated audience?*

TRUE STORY reaches 5,000,000 readers...and

of TRUE STORY's primary households are not reached by all four women's service magazines combined!

of TRUE STORY's primary households are not reached by all four big weeklies combined!

of TRUE STORY's primary households are not reached by all four top store magazines combined!

Do you like to keep posted on how competition value their markets?*

Here, for example, are some of the new top-line <u>APPLIANCE ADVER-TISERS</u> who are increasingly demonstrating their awareness of TRUE STORY'S profitable market:

Arvin Industries
Club Aluminum Products Co.
Corning Glass Works
Hamilton Beach
Magic Chef
McGraw Electric Co.

National Presto Industries Norge Sales Corporation O-Cedar Corporation Seven Seas Imports Clocks Sunbeam Corporation Tappan Stove Co.

Market problems are largely solved by productive market franchises. In the great wage earner market, TRUE STORY has a sound franchise of over 35 years standing. That franchise can move more of your products, too!

True Story

THE SERVICE MAGAZINE READ IN WAGE EARNER FAMILIES

Mort Farr Says . . .

Let's Cooperate to Prosper



ODD, isn't it, that in this \$7.9-billion industry a group of better-than-average dealers make a pitiful profit of 2.6 percent (NARDA survey, '54), a lot of advertising is deceptive, misleading or downright crooked, selling is inadequate, manufacturers, distributors and dealers mistrust one another, and retail management is often com-pletely unable to cope with the problems of running a business?

No one doubts that dollar volume is going to steadily increase over the next five years, but not many people have wondered how much bigger it could get if this industry stopped squabbling long enough to take a cold look at itself and settle its differences and solve its problems.

This isn't as far-fetched as it may sound. Most of our problems are not insolvable. The biggest requirement is cooperation. Dealers, distributors and manufacturers are like mountain climbers tied together with a rope. If one slips, another can help to hold him.

LET'S START WITH THE DEALER. He must learn to cooperate with other dealers and un-derstand that the days of rugged individualism are over. He should join and support his local association. Wherever I have traveled I have found the business climate best in those areas where there is a strong local association. Dealers who get together regularly and solve prob-lems mutually have more respect for each other and for themselves. There is always the threat of local legislation that affects retail business and a dealer organization can make itself heard and felt at city hall and the state capitol.

For similar reasons, dealers should join their national association. We still have unfair excise taxes on some of the products we sell; we may have to deal with the Federal Reserve Board on credit; we need a voice with the Federal Trade Commission to influence rules

promulgated for our industry.

A dealer must, of course, teach cooperation in his own organization and pass on information and his philosophy to his employes. He should cooperate with other merchants in his somewhat it is not in the state of the state community and join in civic and charitable projects. Most obvious of all, perhaps, he should be a man of morality and substance

If a dealer expects protection from his sup-pliers and wants their help in merchandising and in financing he owes some loyalty to their lines. The successful dealers I know get together frequently with their suppliers to talk over their own and competitive problems. Many of us owe our success in business to the advice and credit received from our distributors.

THE DISTRIBUTOR'S JOB. If there is a local

dealer association, a distributor should encourage its officers, help to build it and contribute its finances. Distributors ought to find out what dealers want-collectively and individ-

And why shouldn't you distributors try to do something about the dealers' number one problem—price cutting and discount houses? Surely it is the major problem faced by dealers and can best be solved by the close cooperation of dealers and their suppliers. I don't mean that dealers should get together to maintain prices, but, by working with their distributors, they can eliminate some of the malpractices.

Among dealers' biggest gripes is over-franchising. It's a matter of record that some of our most successful distributors don't have a horde of dealers, but do have good ones. If it works for some distributors, it's worth investigation by others.

A distributor can cooperate by eliminating his own back-door selling and by helping to stop direct sales to small builders by manufacturers. In the latter case, even the distributor himself often is left out-not to mention the

A distributor who has control of a local market can do much to clear up unethical advertising by refusing cooperative allowances on ads that do not conform to local or national Better Business Bureau codes, or is not in the best interest of all dealers and the manufac-turer's product. If we don't cooperate to clean up our advertising, the public will lose faith in it and the government may well step in and do the job for us in a way we won't like.

Distributors themselves should be honest in their pricing; different dealers doing approximately the same volume should get the same prices.

Finally, a distributor should justify his exist-ence by being more than a warehouse and a credit bureau. He must sell for us and not to us; he must maintain a good stock and adequate parts at all times; he must have and train representatives who can help us sell merchandise and can, in turn, train our retail salesmen on products and see that promotions are carried through right down to the customer.

NOW WE COME TO MANUFACTURERS.

Perhaps the biggest dealer complaint against manufacturers is over- or under-production. Example: one of our top makers missed the boat this summer because he failed to have enough refrigerators to meet the demand brought on by abnormal weather. This seriously affects the one-line dealer who has nothing else to sell. Example: The TV industry has over two million sets in inventory but finds itself un-able to deliver some of the fastest selling numbers at the best selling season. A little cooperation with dealers would have indicated

the trends now so apparent.

Manufacturers should encourage dealer cooperation by working with their national association. Through their national voice dealers can often give a manufacturer information faster than he could get it otherwise. This industry needs a system for reporting weekly retail sales

-and it can only come about as the result of

cooperation between makers and dealers. Now that many retailers are being franchised as builder-sales dealers there is a particular responsibility on manufacturers to solve the builder problem. Abuses and practices are un-dermining the morale of legitimate dealers. The dealer stands ready to cooperate and will operate on a very small profit if he can participate in builder sales and have some assurance that manufacturers are not selling direct to builders of one or two houses a year at prices below the

Other ways that manufacturers can help: (1) reduce the number of models in a line, particularly on TV; (2) help train or support the training of dealers in management; (3) cut out the starvation discounts on the so-called leader models and reduce the emphasis on low-end models of TV and automatic washers; (4) refuse cooperative advertising payments on misleading, deceptive or unethical ads.

WHAT ABOUT UTILITIES? Our utility partners in this industry are really dependent on the appliance industry for their own expansion. They will need our cooperation as we need theirs. They already support electrical leagues, but dealers should have more say in their opera-tions and, particularly, in their promotions. Time after time the local league and the utility plan a promotion and then tell the dealer about it. A strong electrical league is often the only local association that a dealer needsif he has a voice in it. Some utilities could do more to educate the dealer and his personnel in adequate wiring and to help them inform their customers. Perhaps the local utility is the place to start a sales training and recruiting program. In any event, utilities should start regular training courses for our men.
We even need the cooperation of our banks

and should give them ours, in turn. Our banker friends might cooperate by helping to establish schools of management to teach dealers how to manage money.

If a whole industry works together on it, our future business can far exceed the rosiest predictions. Seems to me it's worth a try.



SELL UP! SELL PORCELAIN!

preferred

on Refrigerator Exteriors



Won't scratch! Won't wear

through! It's fused to the metal!

Won't burn! Won't stain! Won't fade or change colorf

Resists acids and alkalies! Won't rust or corrode!

* Two independent surveys covering 4,000 Saturday Evening Post families show Porcelain enamel the first choice by a 5 to 3 margin, for the exterior finish of Household Refrigerators. There are good reasons for this, briefly summed up at the right.

Wipes new like a china dish! Truly a lifetime finish!

PORCELAIN ENAMEL gives you a big sales advantage! POINT UP THE USER BENEFITS FOR BIGGER, MORE PROFITABLE SALES!

FERRO CORPORATION Cleveland 5, Ohio

developers of today's finer porcelain enamels

For more news of CONSLIMER PREFERENCES IN APPLIANCE FINISHES, see pages 65, 138 and 301



No other fan like this

Signal features diffused and direct cooling in the same unit . . . a 5 Year Trouble-Free Guarantee . . . and a rock-'em, sock-'em program to give you the edge with Signal. Get the Signal, the revolutionary fans you can sell without giving them away.



ADVERTISED IN
The saturday Evening
POST
AND
LIFE

WORLD'S PIONEER MANUFACTURER OF ELECTRICALLY-REVERSIBLE WINDOW FANS

SIGNAL ELECTRIC DIVISION . KING-SEELEY CORPORATION



fan sensation of the nation!

Only Signal offers these two kinds of cooling from the same unit. No-draft, natural cooling with automatic thermostatic control. Only Signal offers so much selling excitement with more models, more exclusive features, more dynamic promotion, and Signal's famous 5 Year Guarantee! Get the fan-tastic fan line they call for by name . . . Get the Signal!

23 MODELS

All guaranteed for 5 years



Window Fan Models Three 20" Giant Price Leaders. Two are electrically-reversible. Other models available i 12" and 161/2" sizes.



Floor and Multi-Purpose Unit Versa. tility that sells! Two kinds of cooling, diffused and direct, from same unit. Automatic thermostatic control. So many different uses.



Two Twin Units World's first electrically-reversible Twin portable and a value-leader manually-reversible model. Both atic thermostatic control, complete with panel for casement or sash-type windows.



Velocity Models Signal's Jet Stream, in 2500 and 3500 C.F.M. The fastest, most powerful direct cooling! The best in modern styling.



Mobile Unit Automatic thermostatic control, both diffused and direct cooling. electrically-reversible, rolls anywhere on 5-inch mar-proof rubber wheels. Fits almost any cooling situation



8 Oscillator Models All guaranteed for five years. 10", 12" and 16" models plus 16" pedestal oscillator and 20" and 24" pedestal air cir-



Portability—Hideaway Carrying Handle is standard on all Signal Window Units, for room-to-room portability.

VERSATILE ADAPTER ACCESSORIES

- 1. Mobile Stand Accessory Meets most cooling needs, helps close more sales.
- 2. Tilt-Stand Accessory Gives customers many more
- 3. Window Expander Panels Make a completo



get the Signal at the

NATIONAL HOUSEWARES SHOW • JANUARY 19-26 BOOTHS 1105-1107 . NAVY PIER, CHICAGO

Menominee, Michigan

And here's why: The fine new Motorola TV for '56 is outselling any previous line in 'our history. Customers like it (sales prove it). Dealers like it (sales prove it). Service men like it (comments prove it). This means that you can steam right on into 1956 with a proved hot line. Look what this means to you:

- No inventory obsolescence
- No new TV line delivery delays

Value above all with volume right into '56



MOTORO

World's Largest Exclusive Electronics Manufacturer

Make Motorola **Space 1170** in Chicago Merchandise Mart your headquarters during the winter market January 9-20.





MODEL 220—¼" Drill with famous Geared Chuck 47% more torque! Dormeyer's finest! Precision-cut alloy steel gears. Extra-long-life ball bearing construction. Extra-long handle for easier gripping. Built-in switch lock. Exclusive Dormeyer armature lock for easiest removal of chuck. Capacity in steel, ½"; in hardwood, ½". Retail Price. \$29.95 Model 210, also with Geared Chuck, Retail Price. \$24.95 Model 200, with exclusive Wrench-Lok Chuck, Retail Price. \$21.95

Newest power tool line loaded with Fast Selling features!

- 47.3% more torque! More safety features!
- Greater performance with easier handling!
- Professional quality at low competitive prices!
- National TV promotion!

Dormeyer Power Tools take a *lower investment* because the complete Dormeyer line has only those tools *most wanted* by hobbyists, homeowners and professionals.

You get the most liberal and uniform profit margins from one of the best known names in the field of electrical equipment—Dormeyer!

IF you already carry power tools . . . the Dormeyer line supplements it. If you don't yet stock power tools . . . Dormeyer opens up a brand new and highly profitable market. Call your local Dormeyer sales office—today!



The new \$1,000,000 Perry Come TV Show on NBC Network builds heavy store traffic of presold Dormeyer customers with powerful, most convincing tool demonstrations! Watch this great show . . . tie-in with it for more sales . . . bigger profits.

All DORMEYER appliances

Mr. Dealer!

Powerhouse Promotion # 182-FREE Display!

A sure-fire sales promotion! Comes all assembled, heavy-duty construction in four striking colors, complete with sales literature. Contains Model 330 Drill Kit, Model 200 ¼" Drill, Model 220 Heavy Duty ¼" Drill and Model 700 Power Saw. Entire package costs you only \$85.50.Your quick profit....\$51.30!



WRITE US TODAY for further details on this Power house Promotion No. 182

Mail the coupon today for our booklet with the full story about Dormeyer Power Tools—"Here's How To Sell Yourself On Dormeyer Power Tools." No obligation, of course, Also complete details on the "Powerhouse Promotion."

DORMEYER CORPORATION Kingsbury and Huron Streets. Chicago 10, Ill. Gentlemen:

Gentlemen:
Please send me—without charge—your special booklet:
"Here's How To Sell Yourself On Dormeyer Power Tools."
Also rush me details on the profitmaking "Powerhouse Promotion No. 182."

Name of firm____

Your name and title_

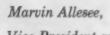
Address

Zone State

DORMEYER CORPORATION, Power Tool Division, Chicago 10, III.

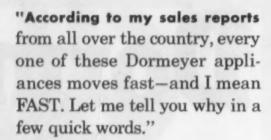
ELECTRICAL MERCHANDISING-JANUARY, 1956

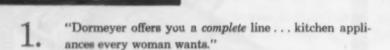
PAGE 37



Sales Director, says—"Let me tell you why

Dormeyer





- 2. "Every appliance has features your customers can't get from our competitors. Women demand these Dormeyer
- 3. "AND—the biggest sales promotion in the appliance field! The spectacular \$1,000,000 Perry Como TV Show! Every Saturday night on NBC Network . . . throughout the year!"
- 4. "Here's a show with the strongest, most convincing appliance demonstrations you ever saw. Here's real selling on the consumer level!"
- 5. "ADD up ALL these advantages . . . and you get one answer. Dormeyer kitchen appliances are the fastest and easiest selling appliances today."



COME SEE US
at the
HOUSEWARES SHOW IN CHICAGO
Booths 291-93-95-97



All Chrome Silver-Chef First all chrome mixer. Food grinder included. Model 4300 \$55.95 POWER-CHEF in white enamel with food grinder and juicer. Model 4201 \$47.50





Famous French-Fry Skillet Only skillet you sell complete with cover and fry basket at one low price. Model 6400 \$19.95

Sells Fast!



Deep-Fry Cooker 4-qt. cooking capacity, 4-pt. oil capacity for deep frying.

With cover. Model 6200 \$18.95 Rectangular style, the

F_{RI}-W_{ELL}, Model 6000 **\$29.50**



Hurri-Hot Electri-Cup Only electric cup pro-moted and sold for dozens of different uses! Model 6700 \$14.95



New Silver "Dormey" All chrome portable mixer. 5 full-powered speeds.

Model 7600 \$21.95

In white enamel. Model 7500 \$19.95



New Broll-Well Actually a broiler-rotisserie-ovenroaster-grill in one big

handsome unit. Model 8800 \$79.95



4-10 Cup Coffee-Well Automatic coffee maker with famous Dormeyer warm-brew controls.
Model 6901 \$19.95

America's Most Modern Appliances



New Mix-Well with food grinder, all juicing attach-ments at a new low price. Model 5100 \$38.50

Also MIX-MAID 9-speed mixer with all juicing attachments.

Model 7700 \$29.95



New Pop-Up Toaster Toasts according to moisture content of breadmakes much better toast. Shockproof exclusive.

Model 6300 \$19.95



Stainless Steel Coffee-Maker Stainless steel throughout and priced far below any other similar model on the market!

Model 16 \$29.95



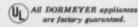
Steam and Dry Iron-Well Holds 8 full ozs.! Steam vents close automatically when iron stands on end. Model 12 \$17.95



Efficient Blend-Well 32oz. capacity. Hurricane action! Fire-hardened steel blades. Never needs

any oiling. Model 5902 **\$33.95**

DORMEYER CORPORATION . CHICAGO 10, ILL.



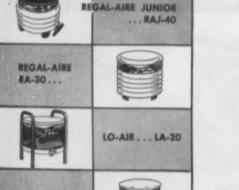
The KISCO KID





New POWERFUL, EFFICIENT Air Circulators . . . Built UP in Quality . . .

DOWN to a Price Everyone Can Afford





KISCO CIRCULAIR ... C-15

Effective Individually or as an Auxiliary Unit with Air-Conditioning . . . 4600 C.F.M. of "Comfort Zone" Cooling . . . No Hot or Cold Spots . . . No Drafts . . . Ideal for the Patio and Outdoor NATIONAL

HOUSEWARES SHOW

BOOTH

384



All Kisco Products Carry a

5 YEAR GUARANTEE

Approval





20" Reversible and Portable Cabinet Window Fan . . . Front and Back Safety Grilles, Adjustable Side Panels . . . For Permanent Window Installation or Use in any Room as an Air Circulator.

CARRY-ABOUT...DD-20

KISCO Double-Duty

Featuring All-New Patented MINI-MESH Safety Grille plus Magic Push-Button Control . . . More Than "Just Another Fan" . . . Exclusive KISCO Hide-Away Louvers Deflect Air Downward Eliminating Blasts . . . Magic Touch Finger-Tip Control Commands Intake or Exhaust Flow of Air at Two Speeds ... Adjustable Side Panels ... Nothing Else Like It!

It'll PAY YOU to GET THE KISCO DEAL! Learn More about the Unbeatable Combination!

See How KISCO HELPS YOU SELL ... With Sales Aids, Displays, Advertising, Manuals!



You Can't Afford to Place Your Order Until you also See the New KISCO Special Cabinet Window Fans

Built to Sell

KISCO COMPANY, IN

Designers and Manufacturers of Cooling and Ventilating Equipment 2400-40 DeKALB STREET ST. LOUIS 4, MISSOURI

Originators of CIRCULAIR

The Successor to the Fan'

full value in Monarch wringer washers

Style is THERE - IN ABUNDANCE

Soft Miami blue with yellow accent spots to harmonize with today's modern kitchens and laundries and to answer milady's taste for cheerful color in her workshop.

Quality IS THERE BEYOND DOUBT

Check the details both outside and in — and you'll agree it's a feature packed washer. The mechanism is simple yet built to last for years. Note the famous names — Westinghouse and G. E. Motors, Lovell Wringers, DuPont finish, etc. Couple precision parts and materials with the 50 year "know-how" that stands behind all Monarch Washers and there's quality—beyond a doubt.





MODEL EF-400-P

What with a beautiful washer in a full range of prices, a potent quality story and a healthy market (figure every third sale is a wringer) this Monarch line is being sold in astonishing volume by a rapidly growing number of dealers.

SPACE 516-B FURNITURE MART

SOLD ONLY THROUGH DISTRIBUTORS

Monarch Washers

PRODUCT OF CENTRAL RUBBER & STEEL CORPORATION, FINDLAY, OHIO

a great medium for ...



EVER HAS TIME

HIMSELF ...

In time-reading households everywhere, the man of the house shares his copy with his wife, who (like all intelligent women) is every bit as interested in what's new as he is.

This sharing of TIME multiplies their mutual interests and leads them into many a discussion . . . not only of the news on TIME's editorial pages, but of the new products and ideas they read about together in TIME's advertising pages.

TIME-TO REACH 2,000,000 FAMILIES

JANUARY, 1956-ELECTRICAL MERCHANDISING

TIME

appliance advertising





AND A WOMAN
HARDLY EVER BUYS
APPLIANCES ALL
BY HERSELF.

A major appliance purchase is a man-and-wife affair—and the brand they've read about and talked about together at home is the one they'll agree on in the store. So it's smart to get them together with the news of your products in the one magazine they both read for news and ideas . . . TIME.

TIME—First-Choice reading of two million best customer families . . . families who can spend more, because they have more than twice the average U.S. income . . . families who are leaders in business, community and social life . . . families who are setting a new standard of living and buying for all America.

OF AMERICA'S BEST APPLIANCE CUSTOMERS



the Case of Camfield and the real gone dealer

Detective Kit tells me you need profits." Spider went on. "BIG Profits. Store traffic and big dollar volume turnover. Reet?" "Reet." Ace admitted sadly. "It's a manysplendored thing. this pad-but I need a real mover-

"Steady, boy."

"AND-now in '56, America's newest. hottest line of do-itvourself tools-



Camfield's Power Plus Job Rated Power

Tools. They sport the newest in colordynamics-and man. they're the pink livin' end!"

"Hmmmm!" said Ace. "Really sell, huh?"

"Man, they rock and roll! You'll flip!" Spider was flying high. "We got the all chrome Power Mix and Power Mix Jr. now, too! AND! Coming soonproducts X, Y and Z!"

"I'm SOLD!" cried Ace, "Here's your order!" He put out his hand to shake. "Gimme some skin, lad-I'm zero'd in."

"Ace boy, you're a prince," Spider cried. "I'll pack my reeds and scram."

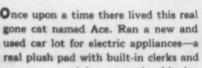
"Cool," said Ace. "Anytime you're in town, boy, fall by, hear?"

"Dig," said Spider, "See ya!" So when he was gone, Ace was no longer a real gone dealer. He was hip, man. Cool.

"This Camfield cat comes on real nervous," Ace muttered to himself. "There's more dealers like me should dig this crazy Camfield Success Story. It's the







mink rugs on the shipping room floor. But Ace was unhappy.

> Desolate. Real gone. He needed a real hot appliance line.-But cool, man!

> > One day, in ankles Spider Web -a real

hip kitty with magic sales powers-He's got a cool, cool offer from Camfield.

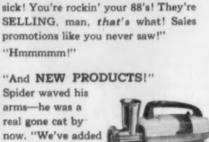
"Just a few questions, sir, to get the facts, sir. That's all, sir, just to get the facts, sir. What I mean, sir, is-".



"You're comin' in

loud and clear. Dad," Ace yawned. "Get on with it".

"My Super-Sleuth Do-It-Yourself



you talkin'," said Ace, "But what's with

"Doing!" roared Spider, "Man, you're

'56? What are they doing NOW?"

"A SUCCESS STORY!"

Spider cried. "That's

over 200%"! "I hear

Camfield, man!

Biggest success

story of 1955

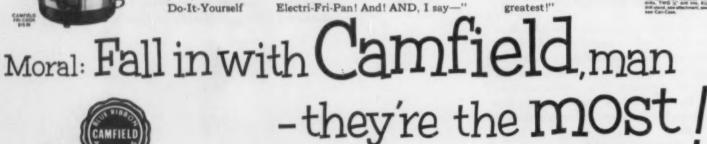
with sales at

Camfield up

Spider waved his arms-he was a real gone cat by now. "We've added seven new products -count 'em-SEVEN! -All in one year! TWO all stainless steel Coffee-Maids! The Power Mix! Power Mix Jr.! The

Fri-Cook! The Knife Sharpener!







DON'T FORGET TO STOP IN THE CAMFIELD BOOTHS #437-439 AT THE HOUSEWARES SHOW, NAVY PIER, CHICAGO, JAN. 19-28

Camfield Manufacturing Company, Grand Haven, Michigan. Distributed in Canada by Maurice I. Ensley, Toronto The VERY BEST You Can Buy!

JANUARY, 1956-ELECTRICAL MERCHANDISING

YORK UNLOCKS CONFIDENTIAL SALES FILE

To Bring Dealers The Biggest Profit Program in Air Conditioning History!

They're new! They're terrific! They're the "hottest" units to hit the market since York built the first commercially successful room air conditioner back in 1935! We're talking about York's sensational new Hi-Ef Room Air Conditioners for 1956! And that's only part of York's tremendous Dealer Profit Program. The rest includes:

York's revolutionary new Snorkel

Air Conditioner! York's Grand Slam Profits Plan for dealers!

York's fabulous Red Carpet Treatment for dealers! Read all about it! A WHOLE NEW CONCEPT OF COMFORT HAS BURST UPON THE AMERICAN SCENE.
YORK UNLOCKS ITS CONFIDENTIAL SALES AND PRODUCT FILE TO REVEAL

Hi-Ef Air Conditioning More Cooling with less current!

What automatic transmission did for the automobile and hi-fi for the phonograph, York's sensational new Hi-Ef cooling system does for the room air conditioner! Hi-Ef means high efficiency. It means economy of operation you never imagined possible! It means more cooling with less current! Obviously the dealer who sells York Hi-Ef Room Air Conditioners will have it all over competition. Don't be left out! Arm yourself with an unbeatable weapon for the big 1956 season ahead—York Hi-Ef Air Conditioning!

3 OUTSTANDING HI-EF SERIES FOR PROPER STEP-UP SELLING!

THESE YORK FEATURES SPELL QUALITY



1. ARMOR-CLAD COMPRESSOR. The Hi-Ef cooling system of every York unit is sealed with flame and welded air tight. Fusite terminals give complete protection. Dust and dirt stay out, refrigerant and oil stay in, peak efficiency is assured year after year.



2. SEALED-IN SOUND GUARD. Rubber-mounted compressor, hush-quiet blower, dual mufflers and acoustically insulated cabinet keep the sound of a York down to an absolute minimum.



York unlocks its confidential sales file to bring you its organized selling program tested and proved in the field!

GRAND SLAM PROFITS PLAN

A whole series of power-packed promotions timed to hit at the peak of the selling season and bring customers flocking to your doors!



Check this 8 point program for your success:

- 1. A complete, tested merchandising package!
- 2. Spectacular selling center. Does *everything*, including asking for the order!
- 3. Aggressive direct mail program. You send us the names. We do all the work. You get the payoff!
- 4. Eye-catching store displays. Banners, posters, wall charts... let the whole town know you sell York! Identify your good name with York—the Quality Name in Air Conditioning!
- 5. Local newspaper ads, radio and TV spots featuring your own store. Reach your entire market area at the peak of the selling season.
- 6. Ads designed specifically to work for dealers! A dramatic new lead-getting campaign, appearing in Life, Saturday Evening Post and Reader's Digest—the three biggest magazines in the world!
- 7. Plus! A powerful brand-building campaign running week after week in the Saturday Evening Post!
- 8. Newspaper mats, booklets, folders, post card mailers, full-color spec sheets—everything you need to do a real bang-up selling job!
 - ... you get all this and personal service from the best distributors in the business— there's never been anything like York's "Grand Slam Profits Plan!"



MI-EF DELUXE SERIES Economy series for price-minded buyers. Cools, filters, dehumidifies and circulates clean, draft-free air. Positive condensate removal (no dripping or sweating), Sealed-in Sound Guards, Dictate-Air Grilles, Mechanical Maid Filter, Armor-Clad Compressor and Fresh Air Intake make this a fast-moving low-priced series! Color Blend Styling enhances any home decor. Entire hermetically sealed cooling circuit covered by York's 5-Year Protection Plan (as in all York units).



MI-EF CUSTOM SERIES High volume series for big profits. High efficiency motors deliver full rated capacity—put the "Hi" in "Hi-Ef!" The ½ horsepower model can be plugged into any household circuit without any rewiring. Set-it, Forget-it Comfort Control automatically switches off cooling system when outside temperature drops. All the Hi-Ef features—Mechanical Maid Filter, Armor-Clad Compressor, Dictate-Air Grilles, etc. Also available with Room Air Exhaust, Fresh Air Intake and Heat Pump for heating as well as cooling.



HI-EF METROPOLITAN SERIES The last word in year-round comfort for those who want the very best! 25 different mounting positions. Can be installed flush with the inside or almost flush with the outside. Switches automatically from cooling to heating and from heating to cooling, constantly maintaining the desired temperature! Has modern electric heater, permanent cleanable Mechanical Maid Aluminum Filter, Room Air Exhaust and Fresh Air Intake. Delivers full rated capacity!





 MECHANICAL MAID FILTER. York's heavy duty filters cut housecleaning time... remove dust and soot hefore they've done their dirty work. A boon to allergy and hay fever sufferers, too?



4. SET-IT, FORGET-IT COMFORT CONTROL. The outside temperature may rise or fall . . a York automatically maintains the desired temperature level, controls humidity even when cooling isn't needed.



5. DICTATE-AIR GRILLES. A York Air Conditioner sends clean, cool, dehumidified air exactly where it's wanted evenly and without drafts. York's exclusive Dictate-Air Grilles permit complete control of the air flow at all times. Install York units at any height.

THE FIRST REALLY NEW ACHIEVEMENT IN ROOM AIR CONDITIONERS!



PROUDLY PRESENTS The

Snorke

- * Takes only 9" of window space!
- * Doesn't block view!
- * Open and close the window as you wish!

The 1 h.p. Snorkel is a cleaner, better-looking, all-purpose air conditioner that beautifies any room!

CHECK THESE 11 EXCLUSIVE FEATURES

- Exclusive Snorkel principle brings in fresh air without blocking window!
- 2. Fits any type of window-casement or regular! Solves window washing problems!
- 3. Window can be opened or closed at will!
- 4. Overcomes building regulations against units that extend outdoors!
- 5. Portable—can be lifted on and off with ease! Storage is no problem!
- 6. Can be installed anywhere—on the floor, on the sill or furred in the wall!
- 7. Easily adapted to heating as well as cooling! Connects to hot water or steam system, replaces old-fashioned radiators!
- 8. Draft-free, upflow cooling can be adjusted to changing needs without increasing air velocity!
- 9. Sets a new standard for silence!
- 10. Unusually compact, takes up very little space!
- Up-to-the-minute, functional styling in heavy-gauge steel! Bonderized baked enamel finish! Nothing has been spared to make the Snorkel the finest room air conditioner ever presented to the American public!

Dotted lines show conventional unit. New SNORKEL extends only 9 inches above sill!

ORDINARY AIR

SNORKEL

HERE'S WHY YORK MEANS MORE TO YOU!

York has earned consumer acceptance by producing more room air conditioners than any other manufacturer in the world.

The York name inspires trust and confidence in your customers. The York line has never been kicked around the appliance field as a price football.

York brings you the self-assurance of knowing you are selling the best! Many York Room Air Conditioners built in 1935 are still in use today—21 years later! Most other manufacturers haven't even been in business that long.

York gives you the opportunity to profit from a continuous program of product improvement and development. York pioneered in room air conditioners with complete hermetic circuits, was first with Heat Pumps, first with Set-it, Forget-it Comfort Control. Now York is first with Hi-Ef Air Conditioning and the revolutionary new Snorkel!

BRAND NEW!

COLOR-BLEND

continuer of the exclusive of of the state of

THE RED CARPET TREATMENT!

EVERY DEALER WHO QUALIFIES WINS "THE HOLIDAY OF A LIFETIME"—A FULL WEEK IN THE SUN AT ONE OF THE WORLD'S MOST EXOTIC PLEASURE RESORTS—ALL EXPENSES PAID! HERE ARE JUST A FEW OF THE THINGS YOU CAN LOOK FORWARD TO:



Golf and tennis on beautiful greens and well-kept courts!

Water-skiing, surfboard riding or just plain swimming!

Sun bathing along miles of sandy beaches!

The thrills and excitement of deep sea fishing!

Food prepared by world-famous chefs!

Fabulous sightseeing and shopping!

ALL THIS...AND MUCH, MUCH MORE!

EVERYONE CAN WIN! EVERYONE WILL PROFIT!

Don't miss out on this "Holiday of a Lifetime!"

York

There are more
York-built air conditioners
in use tcday
than any other make.

This is the most important coupon you'll ever fill out!

Bob Cassatt, Manager of Sales Commercial Division York Corporation York, Penna.

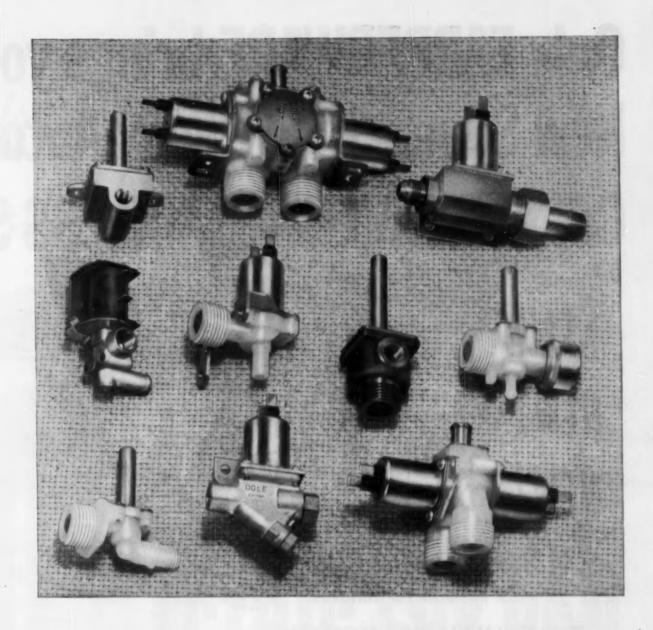
I'd like to get a little of that "Red Carpet Treatment" and hear more about what a York franchise will do for me. Name_

Company.

Address.

City_

State_



Dole Solenoid Valves... with Flow Control

serve the Electrical Appliance Industry

If you manufacture equipment and have any problem controlling flow or temperature, Dole's half century of experience may be able to help you. Our engineers are ready to work with you.

When you sell an automatic washing machine, dishwasher, dryer or other electrical appliance where the handling of water and the control of temperature are important, a Dole Solenoid Valve will mean an increase in customer satisfaction . . . will help you make the sale . . . will help you keep it sold.

Since the birth of the automatic home laundry, Dole has been supplying thermostatically controlled mixing valves and solenoid-operated valves incorporating the famous Dole Flow Control to leading manufacturers. On the equipment you order, be sure that the mixing valves are Dole.

THE DOLE VALVE COMPANY

1901 Carroll Ave., Chicago 12, Ill. Philadelphia • Detroit • Los Angeles

Control with

DOLE

(TRADE-MARK

Only FARBERWARE brings you this New Super-Speed, Fully Automatic COFFEEMAKER in STAINLESS STEEL

NEW

Solid Stainless Steel

NEMI

Modern design—makes 2 to 12 cups of delicious coffee.

Useful for all occasions!

NEWI

Brews real coffee faster than instant!

2 cups in 2 minutes!
12 cups in 10 minutes!

THE ONLY FULLY AUTOMATIC
COFFEEMAKER THAT MAKES
PERFECT COFFEE IN LESS TIME
THAN IT TAKES TO BOIL WATER!

COFFEE URNS in STAINLESS STEEL

TWO POPULAR SIZES:

12 to 55 cups in just 12 to 40 minutes! \$59.98 12 to 30 cups in just 12 to 24 minutes! 49.98

Super-Speed, fully automatic, percolator-type Farberware Urns with "Feather-touch" spice for automatic dispensing. Just fill with water, put in coffee and the urn makes coffee automatically—keeps it hot! Makes as few as I2 cups. Ideal for any occasion —home entertaining, club, school and church functions.





STAINLESS STEEL!
FARBERWARE has it!
Order now!

S. W. FARBER, INC., NEW YORK 54, N. Y. Makers of stainless steel cookware with aluminum-clad bottoms.





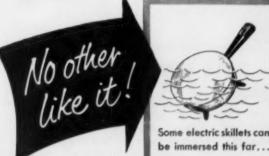
*The secret's in Farberware exclusive thermostat plug! No other electric skillet has it . . . no other electric skillet is so easy to use, so easy to clean as the new Farberware Electric Fry Pan! 10 and 12 inch Sizes.

EXCLUSIVE, **NEVER-BEFORE** FEATURES!

- All stainless steel!
- Thick aluminum-clad bottom!
- Heats evenly, cooks faster!
- Washes easily and safely!

NATIONALLY ADVERTISED!

Your customers will be reading about Farberware in large advertising space all through 1956. is Stainless Steel and Completely Immersible!









and some this far...



but only the new FARBER-WARE ELECTRIC FRY PAN can be completely immersed in water, handle and all!

Be first to feature it - ORDER NOW!

S. W. FARBER, Inc., New York 54, N. Y. • Makers of stainless steel cookware with that wonderful aluminum-clad bottom!

ELECTRICAL MERCHANDISING-JANUARY, 1956



Cascade

Procter & Gamble's Revolutionary New Detergent FOR AUTOMATIC DISHWASHERS!

Recommended by every leading manufacturer of Automotic Dishwashers!

And no wonder! Cascade is the amazing new detergent specifically designed to give consumers the kind of dishwasher results they've been looking for! Wonderful results, now achieved for the first timethanks to Cascade's exclusive formula!

That's right, Cascade is made by a remarkable new formula that was developed after three years of experimental work in the Procter & Gamble laboratories-a process mix formula used only by Cascade! This process mix actually homogenizes the product so it can do a marvelous new type of cleaning job-and with perfect safety!

And to find out just how well Cascade and its new formula does its job, every leading manufacturer of automatic dishwashers tested Cascade . . . in their own laboratories. Result? Today, every single one of these manufacturers recommends Cascade!

Cascade's tremendous efficiency means greater consumer satisfaction with automatic dishwashers . . . the kind that will keep building sales for you.

Yet that's only the beginning! Read below how Cascade is planning to work with the appliance industry to keep building consumer demand for automatic dishwashers.

Cascade gives spotless results never before possible in any dishwasher!



Cascade has a powerful new program to help you SELL MORE DISHWASHERS!

And it's already in action . . . ready to help you boost store traffic and close more sales! What's more, it's a tremendous program which includes the biggest advertising campaign in the history of dishwashers . . . a special dealer discount plan on Cascade . . . free store material . . . free use of a remarkable new publicity film on dishwashers! Get details from your Cascade representative, or write to Procter & Gamble, Box 32, Cincinnati 1, Ohio.









ENERAL ELECTRIC





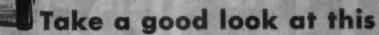




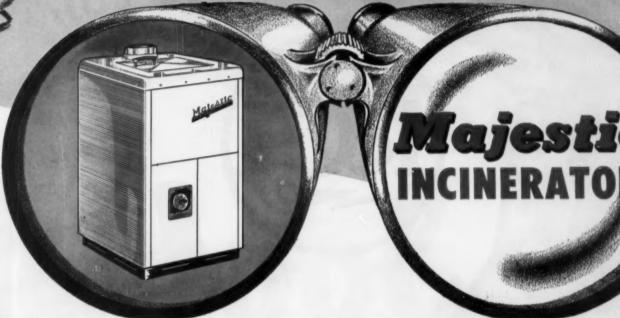




and more!



HERE NOW- and WIDE OPEN!



the new major appliance with mass sales potential

HERE'S THE STORY . . .



Trash and garbage disposal in the home is still being handled the way grandma did it—storage until every container is filled, then messy outdoor burning or expensive collection. Majestic offers modern indoor disposal by clean



Majestic Incineration fills a need in every home that has automatic heat—where the furnace no longer serves as a rubbish burner. All burn-able trash and garbage is disposed of quickly and conveniently.



City disposal facilities are being overloaded—poor service and uncertain pickups create dissatisfaction, resulting in a host of ready listeners when you tell the Majestic story.



There's no saturation in this market! Sursurveys show that the surface has been merely scratched, even in the Northeast Ohio area, where 50,000 sales were anticipated for the year. It's a big market, with the probability of zooming sales for years to come.

The Majestic Co., Inc.

473-A Erie Street, Huntington, Ind.

Mr. Distributor: A few choice distributorships still available!

Majest INCINERATOR THIS IS THE PRODUCT ...



New models are being added to the Majestic Incinerator line—the largest line of domestic incinerators on the market. These gleaming, modern appliances take their place with other modern units in utility room or basement, pro-viding up-to-date disposal of burnable trash and garbage.



The magic word today is "automatic"—Majestic offers completely automatic household disposal in its Model 10-G. A simple turn of the timer control ignites the gas burner and reduces the wet garbage to a combustible state for complete disposal along with all combustibles thrown into incinerator. Burner shuts off automatically at end of pre-set time. Unit is AGA approved.





To help you multiply your sales, Majestic has prepared a complete list of sales helps—newspaper, radio, and television advertising; direct mail; window, counter, and store displays—all ready to go to work for you, concentration with cooperating dealers. Write for details and your source supply.

HOLD THAT ORDER UNTIL



See them at the Merchandise Mart, ever from the company that

Whirlpool-Seeger Corporation, St. Joseph, Michigan, manufacturers of

YOU'VE SEEN THE NEW

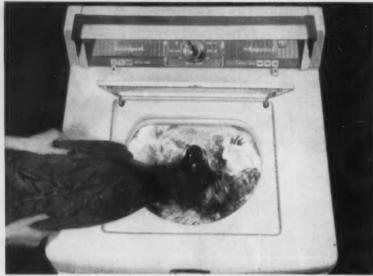


Space 11-112...the biggest value has always given you more!

washers, dryers, ironers, air conditioners, freezers, ranges, dehumidifiers

AGAIN Whirlpool





EXCLUSIVE 2-SPEED, 2-CYCLE WASHING

Slow-Speed Action: Completely separate, fully-automatic cycle slows washing and spin-dry action by 1/3 of normal for washing delicate fabrics. Washing time is selective from 1 to 4 minutes. Daintiest garments and finest woolens may now be washed and rinsed with safe hand-gentleness.

Normal-Speed Action: With its normal speed and time, Whirlpool washes grimy blue jeans and all regular materials thoroughly yet gently. Washing time is selective from 1 to 14 minutes . . . sufficient for even the most soiled clothes. Here again, this separate normal cycle is fully automatic.





DRIES 34% FLUFFIER

ULTRA-VIOLET LAMP

Look At The Difference: That matted towel was dried on the line. The fluffy one was dried in a Whirlpool dryer. You can see the difference, it's at least 1/3 fluffier, much softer and more absorbent. What's more, clothes last longer and look better when dried in a Whirlpool.

Fresh-Air Fragrance: In a Whirlpool dryer, an ultra-violet lamp floods clothes with fresh-air fragrance throughout the entire drying period. There's a special kind of clean freshness about Whirlpooldried clothes that your nose can tell you better than any words.

See the Milton Berle, Martha Raye shows, Tuesday nights, NBC-TV

WHIRLPOOL-SEEGER CORPORATION · St. Joseph, Michigan

WASHERS . DRYERS . IRONERS . ROOM AIR CONDITIONERS . RANGES

MORE THAN EVER . . . IT'S EASIER TO SELL WHIRLPOOL THAN SELL AGAINST IT!

PAGE 58

JANUARY, 1956-ELECTRICAL MERCHANDISING

GIVES YOU THE FEATURES THAT **BUILD SALES LEADERSHIP**



EXCLUSIVE SUDS-MISER

Money-Saving Suds-Miser: Every washday, Whirlpool saves over half the cost of detergent or soap and hot water. After first load, Suds-Miser automatically pumps hot sudsy water into a storage tub. Then, for next wash load, it is automatically pumped back into washer for re-use.



EXCLUSIVE 7 RINS

Water-Saving 7 Rinses: Whirlpool's 6 pressure-spray rinses plus agitated deep rinse give the most thorough rinsing known, yet less water is used than with ordinary washers. No other rinsing method is better. Remember, rinsing often is the difference between half-clean and truly-clean clothes.

WHIRLPOOL SUPER-SPEED GAS DRYER dries a big, 9-lb. load of clothes in only 27 minutes! Uhirlpool Imperial 3 Settings For Regular Fabrics

In its full-range heat control, three automatic settings assure the safe drying heat for all regular fabrics. HOT setting (195°) is for woolens and rugs; MED, (165°) for cottons and whites; WARM, (135°) for nylons and silks. Fabric guide on each setting eliminates guesswork in selecting proper drying temperature. Simply set indicator and colored light will show the temperature selected.

2 Settings For Delicate Fabrics

Sheerest materials, even fabrics that do not require heat for drying, can be dried safely in the Super-Speed. DELICATE (110°) setting is for safely drying all regular, modern synthetics. For drying the most dainty, delicate materials . . . fluffing wool blankets and pillows or for airing out clothing . . . set indicator to AIR and only room temperature air will be circulated through the clothes.

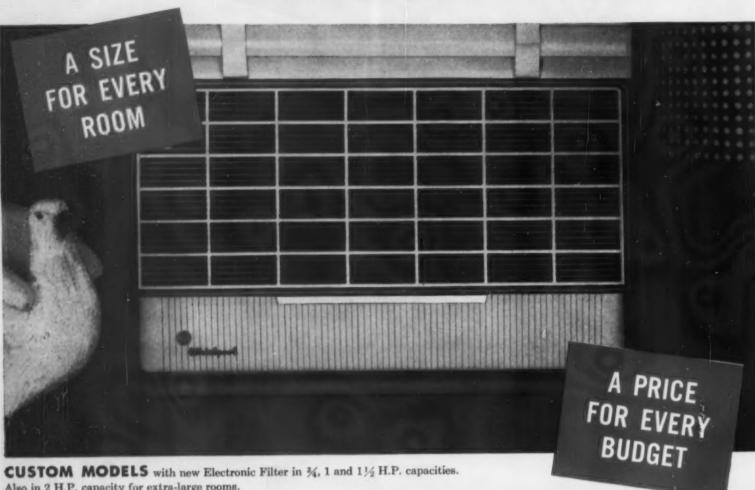
TURN THE PAGE FOR MORE WHIRLPOOL-SEEGER PRODUCTS





Whirlpool

GIVE YOU THE FEATURES



Also in 2 H.P. capacity for extra-large rooms.

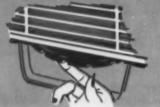




VARIABLE COOLING. Air Velocity Control tunes in to the exact degree of coolness desired. Built-in thermostat maintains a con-

EASIEST TO OPERATE. Even a child can do it! No complicated disis. Pushbuttons and other controls concealed in "Climate Tuner" panel on Custom models.

EXH COOL VENT



COOL AIR FLOWS. Just a finger's touch on the air direction control turns cool, filtered air to any point in the room—up, down, right or left in a complete circle.



PEAK COOLING EFFICIENCY. Famous "Heart-of-Cold" com-pressor delivers maximum cooling capacity according to rated horse-power. Carries 5-year warranty.



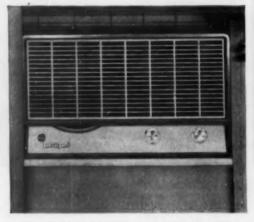
PLUGS IN ANYWHERS. No special wiring needed for 1/2 and 1/4 H.P. Custom models. Operates on 7.5 amps. Plugs into any standard 115-volt electric outlet.



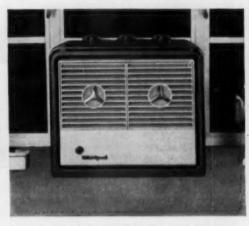
WHAT ABOUT THE WEATHER? Watch for the big news of RCA WHIRLPOOL's unique Weather Protection Plan. It's the story of the year in air conditioning. Coming soon!

ROOM AIR CONDITIONERS

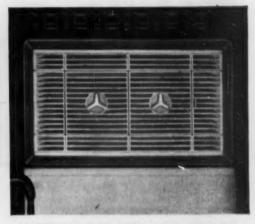
THAT BUILD SALES LEADERSHIP!



DELUXE MODELS at popular prices, in $\frac{3}{4}$, 1 and $1\frac{1}{2}$ H.P. capacities.



CASEMENT WINDOW MODELS with advanced features, in ½ and ¾ H.P. capacities.



50 CUSTOM MODEL, for effective cooling in small rooms, in ½ H.P. capacity.

See the Complete 1956 Line! See the Amazing



ORDINARY FILTERS—Old style, mechanical filters screen out average-size particles of dust, dirt and pollens. Microscopic particles slip through along with the cool air.



NEW ELECTRONIC FILTER—developed first by RCA WHIRLPOOL, is the most efficient ever devised for room air conditioners. Traps particles as tiny as 1/25,000 of an inch, doesn't stop air flow.

RCA WHIRLPOOL offers first true Electronic Filter for Room Air Conditioners!

Now you can sell a room air conditioner that really purifies the air electronically...with a filter so efficient it traps dust and pollen particles as tiny as 1/25,000 of an inch! It's 300 percent as effective as ordinary filters...and RCA WHIRLPOOL has it for 1956!

It's a new way of life! The new Electronic Filter by RCA WHIRLPOOL introduces genuine, blessed relief for sufferers from hay fever and other air-borne allergies. And house cleaning becomes a fraction of the chore it formerly was...because walls, woodwork, drapes and upholstery stay cleaner longer.

WHIRLPOOL-SEEGER CORPORATION

ST. JOSEPH, MICHIGAN

IT'S EASIER TO SELL RCA WHIRLPOOL THAN SELL AGAINST IT!

TURN THE PAGE FOR MORE WHIRLPOOL-SEEGER PRODUCTS!

AGAIN IN 1956



(A) Estate



Exclusive, built-in Grid-All with thermostatic control ends the need for separate electric skillets or griddles. Heat is automatically maintained by a thermostat throughout grilling . . . giving perfect grilling without burning.



Extra 50% cooking capacity on top! With Grid-All removed, the thermostatically-controlled unit beneath becomes a fifth cooking unit for utensils up to 25-qt. capacity. And, its location at rear of top is extra safe from children's exploring hands.



Exclusive, separate Bar-B-Kewer meat oven gives year 'round enjoyment of delectable barbecued foods . . . even whole hams. Radiant heat provides low temperature, charcoal-like cooking recommended to obtain juiciest, tastiest meats.



GIVES YOU THE FEATURES THAT BUILD SALES LEADERSHIP



Exclusive, Balanced Heat oven with silicone seal gives perfect baking without hot spots or cold corners. All 56 biscuits . . . on a single, oven-size cookie sheet . . . bake to an even, golden brown.



Automatic clock control of every type of cooking . . . oven, surface unit, small appliances and deep well. Automatically turns units on and off at pre-set times . . . has a 1-minute alarm.



Exclusive, aluminum Dispos-A-Bowls are shaped to fit top unit bowls and catch food spill overs. No more scrubbing . . . bowls stay clean and shiney . . . housewife simply throws soiled liners away.

Only RCA Estate Ranges offer so many ways to cook . . . so many built-in automatic conveniences. And, there's a model to sell every Range market!

IN THE GAS RANGE ...

- Two giant 12,000 BTU top burners plus two 9,000 BTU burners.
- Individual "Quik-Lite" pilots eliminate hot spots . . . give fastest and coolest lighting known.
- Alltrol center simmer burners have full-range heat control with 3 "click" settings.
- Tilt-proof grates give sure footing for even smallest utensils.
- Finger-lift broiler adjusts to 5 different heights.
- "Eye-angle", heat-proof oven glass window permits view of baking food, without stooping.
- Two convenient appliance outlets . . . one controlled by automatic clock.
- · Full-length fluorescent light across top.
- · Oven light with automatic door switch.
- · Counter-balanced oven door with check stop.
- Approved for natural, manufactured or LP gas.

IN THE ELECTRIC RANGE ...

- Exclusive Leisure Stat automatically controls right rear unit . . . starts and stops cooking at preset times up to one hour with infinite heat variations available.
- 7-heat Monotube units for simplified cooking and easy cleaning.
- One giant 2100 watt unit, two high-speed 1450 watt units plus one super-speed 1600 watt unit.
- Deep-well, versatile Electricooker has raisable unit . . . 7 heat switch.
- Individual step-saving Tel-U-Lites indicates units being used.
- · Counter-balanced oven door with check stop.
- · Completely independent radiant-heat broiler in oven.
- "Eye-angle", heat-proof oven glass window permits view of baking food without stooping.
- Two convenient appliance outlets... one controlled by automatic clock.
- · Full-length fluorescent light across top.
- · Oven light with automatic door switch.

See the Milton Berle, Martha Raye shows on Tuesday nights, NBC-TV

WHIRLPOOL-SEEGER CORPORATION · St. Joseph, Michigan

WASHERS . DRYERS . IRONERS . ROOM AIR CONDITIONERS . RANGES

IT'S EASIER TO SELL RCA ESTATE THAN SELL AGAINST IT!

Household Magazine

IT'S A FACT HOUSEHOLD FAMILIES

BUY

3,091,200

MAJOR & SMALL APPLIANCES

IN A YEAR!

-if your product belongs in 2½ million homes your advertising belongs in . . .

Household Magazine

Capper Publications, Inc.

Topeka, Kansas

Household Magazine

76%

OF HOUSEHOLD FAMILIES OWN THEIR OWN HOMES

-WITH HOUSEHOLD FAMILIES HOME OWNERSHIP IS A WAY OF LIVING AND A WAY OF BUYING

—if your product belongs in 2½ million homes your advertising belongs in . . .

Household Magazine

Capper Publications, Inc.

Topeka, Kansas

Household Magazine

89%

OF HOUSEHOLD'S

2½ MILLION FAMILIES

PREPARE 3 MEALS A DAY

AT HOME!

—if your product belongs in 2½ million homes your advertising belongs in

Household Magazine

Capper Publications, Inc.

Topeka, Kansas

Household Magazine

92%

OF HOUSEHOLD FAMILIES
LIVE IN
SINGLE-FAMILY DWELLINGS

THAT'S WHY THEY HAVE THE BUYING URGE FOR ALL PRODUCTS THAT BELONG IN THE HOME.

-if your product belongs in 2½ million homes your advertising belongs in

Household Magazine

Capper Publications, Inc.

Topeka, Kansas

Household Magazine

100%

HOME SERVICE

HOUSEHOLD IS EDITED EXCLUSIVELY FOR FAMILIES

. WHO OWN THEIR HOMES
. WHO PREPARE THEIR OWN MEALS
. WHO WORK IN THEIR OWN YARDS

-if your product belongs in 2½ million

Household Magazine

Capper Publications, Inc.

Topeka, Kansas

Household Magazine

UP.

CIRCULATION

NEW ADVERTISERS

ADVERTISING DOLLARS

—if your product belongs in 2½ million homes your advertising belongs in . . .

Household Magazine

Capper Publications, Inc.

Topeka, Kansas

moral: Don't miss Household in '56

SELL UP! SELL PORCELAIN!

preferred 2



on Clothes Washers



Resists acids, alkalies and detergents! Wipes new always!

*Two independent surveys covering 4,000 Saturday Evening Post families show Porcelain enamel the first choice by a 5 to 3 margin, for the exterior finish of Clothes Washers. There are

good reasons for this, briefly summed up at

the right.



Won't scratch! Won't wear through! It's fused to the metal!



Won't burn! Won't stain! Wen't fade or change color!

PORCELAIN ENAMEL gives you a big sales advantage!

POINT UP THE USER BENEFITS FOR BIGGER, MORE PROFITABLE SALES!

FERRO CORPORATION Cleveland 5, Ohio

Kick-proof! Scuff-proof! Truly a lifetime finish!

developers of today's finer porcelain enamels

For more news of Consumer Preferences in Appliance Finishes, see pages 33, 138 and 301



TWO GREAT NAMES JOIN

for Even Better Service to Shippers of



UNCRATED NEW FURNITURE, FIXTURES, APPLIANCES

NORTH AMERICAN VAN LINES, INC., the leader in long-distance moving, now operates Creston Transfer Company, the foremost carrier of uncrated new furniture, fixtures, equipment and appliances. This new operation is known as the Creston Division of NAVL.

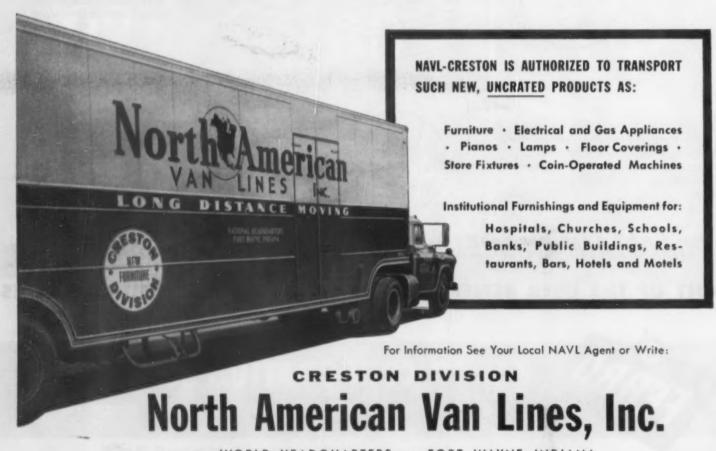
In the past 35 years, Creston Transfer has built a fine reputation for efficient, economical handling from the manufacturer's production lines to the wholesaler, retailer and user. America's best known companies are its customers. In the past, service was restricted to relatively few areas and accounts, but now, with the addition of NAVL's fleet, storage and sales facilities, the new Creston Division will serve virtually all areas.

With this merger, we are able to render still finer service to present Creston customers and to take on new ones. We invite your inquiry and your patronage.

> JAMES D. EDGETT, President North American Van Lines, Inc.

How this will Benefit YOU:

- The vast facilities of NAVL now available to present and future Creston customers.
- Nation-wide leased wire dispatching service assures prompt pickup and delivery.
- "Follow-thru" service. 1100 experienced agents ready to serve you at both origin and destination points.
- Fleet expansion—new van-tractor units being added daily.
- Door-to-door pickup and delivery, serving manufacturer, distributor, wholesaler, retailer, user.
- All NAVL-Creston vans completely equipped with quilted pads, custom covers and handling devices for maximum protection.
- Highest financial responsibility. North American Van Lines, Inc., rated AAA-1 (Dun & Bradstreet).
- One moving source for all your needs, including exhibit displays, delicate instruments, personnel transfer.
- Clean, well-tended warehouses in all principal cities.
- NAVL-Creston rates are competitive.



c curved units c curved units among them ink" tan ed traditional

be beautiful to a

Most Dowerful promotion lineu ever scheauea any aquerising medium

The 1956 program of the Chicago

Tribune...created to help you sell

more merchandise in the great

Chicagoland market and throughout

mid-America!

mong Inter
rooms must be
sing has given
nports and seclighter in scale
porary homes,
mer arms and
t all.

om, there is a onal arrange-s are right for ind, where tel-become famined to seat half re make complylish living

home? A beautiful, unframed mirror adds life and charm to a traditional parlor — double the graciousness of formal din ing.

Some effective mirrors in clude a circular, unframed one over buffet, server or occasional table; a big one over a drossing table with a scalloped framework to conceal an indirect lighting upit, and a Vene

include niodels with seats of molded fibre, or of steel grid with plastic or cloth cushions Feather weight a luminum frame chairs come equipped with waterproof webbing of plastic.

Designed for comfort are tub shaped chairs with iron frames and seats of woven cane or brightly colored duck. Not to be overlooked is the portable

trai av.
Italiav.
Waukee av., iiv.
bination.
Days Raowhet
Irving Park rd., iiv.

orel 824 Ving room. wall Clocks bend away from the makes their wall clock degree with the actual the numerals october the center. The around the numeral flustrations in lassic Roman design gold, and red, set he white clock face, retails for about \$15, mate design extends itchen clocks. One of clocks increasingly or kitchen use—altho

A year long program!

SIX GREAT SELING PROMOTIONS

ALL geared to the dynamic, action-getting con-
sumer influence of the Chicago Tribune!
has gained industry-wide recognition for its selling effectiveness!
strength to your sales drive in the booming Chicago market!



SALES BUILDER No. 1!

In February, it's the



TAMBOREE

Chicago's first market-wide promotion devoted exclusively to television sets!

HERE, without a doubt, will be the TV sales maker of the year in the Chicago market!

Timed to add weeks to your peak selling season, this action-charged promotion will offer the ideal setting in which to make your strongest bid for extra volume. It will be designed to help every television set manufacturer.

First sets! Replacement sets! Second and third sets! Even color! Every angle of television for 1956 will receive comprehensive treatment. And a custom-built reader participation event will keep buying interest fanned to a red hot pitch.

Get the full details from your Tribune representative.

SALES BUILDER No. 2!

April 8 through 28



The nine-year history of this Tribune-powered event is a solid string of successes.

Each Spring, it sends hundreds of thousands of Chicagoland home planners to special model display rooms in leading stores throughout Chicago to see the latest ideas in home decorating, appliances, furniture and related items.

The Tribune Better Rooms Pageant supplement, pub-

lished on opening day, Sunday April 8, will highlight an intensive promotional campaign which gains maximum attention for the displays.

Cash in on the full market interest generated by this proven merchandise mover. Plan to be represented in the Tribune Better Rooms Pageant supplement.

Get the full details from your Tribune representative.

ES BUILDER No. 3!



April 28 through May 6

2nd Annual Spring Home Sales Show!

BORN last year, the Spring Home Sales Show became an overnight success. Sales and attendance far exceeded advance estimates.

Hundreds of thousands of visitors trooped through 65 display homes in nine days getting buying ideas of all kinds. Participating builders reported millions of dollars in home sales directly traceable to the Show.

This year's Show promises to be even bigger. And again, a Tribune feature supplement, published on opening day, Saturday, April 28, will furnish the promotional power. Here is another sure-fire opportunity to sell home merchandise of all types.

Get the full details from your Tribune representative.

SALES BUILDER No. 4!

Sunday, May 13

May 1956

Nay 1956

13 14 15 16 17 18 19
27 28 29 30 31

get set to move

Room Air Conditioners!

ASK anyone in the industry about the 1955 Tribune Room Air Conditioner promotion.

In four weeks, the Tribune accomplished an outstanding job of mass consumer education with 26 full pages devoted exclusively to room air conditioners.

A reader contest tied to the promotion theme pulled more than 66,000 entries. The selling season started earlier and stronger. Substantial extra unit sales were created.

The 1956 Tribune promotion will be timed to give your sales in Chicago a rousing send-off. If you want a full share of the business it will create, plan your participation early.

Your Tribune representative has the full details. Ask him for them.

SALES BUILDER No. 5!



Starting in September!

Chicagoland Chicagoland Home and Home Furnishings Festival!

THE biggest event of its kind held in America.

Sponsored by the Home and Home Furnishings Council of Chicagoland and the Tribune, promoted exclusively in the Tribune, this mammoth presentation annually attracts well over one million visitors!

During the three weeks of the 1955 Festival, participating builders reported sales of homes totaling over \$18,000,000! Festival interest triggered thousands of purchases of appliances, furni-

ture and other home merchandise.

Festival time is the perfect time to launch a concerted drive for sales in Chicago. Start your advertising in the Tribune Home and Home Furnishings Festival supplement, published on opening day, with strategically timed followups all during the Festival.

Your Tribune representative will have exact dates and full details shortly. Ask him for them.

SALES BUILDER No. 6!



October is

TWO huge successes breed a third as the Tribune plans its third annual October white goods promotion.

First, in 1954, it was the Refrigerator-a-Day promotion that stimulated unprecedented consumer reaction. In just 20 days, the contest building reader interest in this drive attracted more than 220,000 entries.

Then, just last Fall, the Tribune joined forces with 13 home laundry equipment manufacturers to stage the biggest automatic washer-dryer promotion in the history of the Chicago market.

Four complete Home Laundry guides were published on consecutive Sundays. And to get readers into the act, the Tribune sponsored a Wash Day jingle contest in each guide. Result? More than 67,000 entries, with the biggest average number of entries per contest in any Tribune appliance promotion to date.

This year the Tribune will combine both into a dynamic, full scale white goods promotion.

Your Tribune representative will have exact dates and full details.

Ask him for them.

"Public interest generated by the Tribune (Home Laundry) campaign was beyond even our enthusiastic expectations."

James M. Alter
Gen. sales ingr.
The Harry Alter Company, Inc.
Chairman, Home Laundry Comm.
Electric Association of Chicago

"The Room Air Conditioner premetion developed a backdrop of consumer interest for air conditioning in Chicagoland. Its timeliness and weight set the stage for summer selling."

-Howard Haas, Adv. dir. Mitchell Mfg. Co. "...feel the response we derived from the Tribune Refrigerator-a-Day campaign was very substantial..."

—Norton J. Spitzer
Adv. mgr.
Appliance Distributors Div.
Admiral Corp.

"The Tribune Home Festival has created greater interest in our industry than any other promotion attempted."

—L. W. Strattor Wieboldt's "The teamwork shown (in the Home Laundry drive) made it the biggest promotion of its kind ever presented in Chicago."

—C. C. Simpson
Exec. dir.
Electric Association of Chicago

Tribune sales power draws praise from every branch of the industry!

"...well satisfied with the entire (Home & Home Furnishings Festival) program and feel it was of great benefit."

A. C. Mares Carson Pirie Scott & Co.

"During the (Tribune Room Air Conditioner) campaign we noted immediate action at the retail level with substantial re-orders from our dealers."

Perry Winokur Vice pres. & gen. mgr, Main-Line Distributors

"The (Tribune Home Laundry) drive was the most effective industry promotion I have ever seen."

Harry Gerrity
Midwest div. mgr.
Easy Washing Machine Div.
Murray Corp. of America

"(The Room Air Conditioner promotion) was the best organized and executed promotion in which we have participated."

-Tadd V. Wake Mgr., Consumer Products Div. Westinghouse Electric Supply Co.

"The (Tribune) Home Laundry promotion was very effective. We sold between 15 and 20 automatic washers as a direct result."

-John Beranich Emergency Radio & Appliance "Our advertising (in the Room Air Conditioner promotion) meant direct sales for our dealers. Leads received were excellent."

—James Dernocouer
Adv. & sales prom. dir.
Kelvinator Division
American Motors Sales Corp.

"As with the Tribune's previous endeavors, the timing of the Home Laundry drive was excellent. Participating dealers traced direct sales to this effort."

> -R. E. McGreevy President Remco, Inc.

"...our Festival home and store promotion brought the greatest response we have ever experienced."

> —F. C. Strode The Fair

"Your (Home Laundry promotion) was a powerful stimulant to the home laundry equipment business in the Chicago market."

> —J. R. Vance Mgr., Chicago Branch The Maytag Company

"We have received many fine comments from our dealers and distributors about the overall effects of your Home Laundry promotion on the sale of Hotpoint automatic washers and dryers."

> —F. C. Margolf Mgr., marketing Home Laundry dept. Hotpoint Co.

"Your (Home Laundry promotion) was indeed valuable to the industry in terms of making customers conscious of the great advantages which modern home laundry equipment can bring them."

—Guenti:er Baumgart Exec. dir. American Home Laundry Manufacturers' Association "The (Room Air Conditioner) campaign proved to be a real sales stimulator. It obviously encouraged early season buying."

> -William E. Kress Div. sales mgr., midwest Philco Corp.



A plan made to order for you!

The Chicago Tribune Selective Area Plan for dealer participation advertising!

THE Chicago Tribune Selective Area plan offers you a method of advertising available nowhere else.

Your dealer organization can participate so that each individual dealer's name will appear only in the zone of circulation where he is located.

With the Selective Area plan, complete control of your Chicago advertising funds is retained at the distributor-factory level. You make the decisions on copy and space units. You set the frequency of insertion you want. You time your whole program exactly as you wish.

So effective is the Chicago Tribune Selective Area plan that appliance and television manufacturers and distributors have invested millions of dollars in its sales power.

Ask your Tribune representative for the full story.

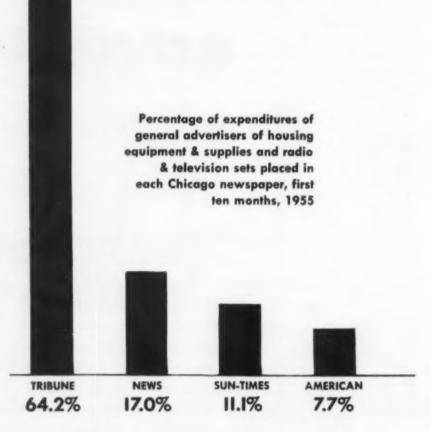
First in the country!

EVERY year since 1950, general advertisers of housing equipment and supplies and radio and television sets have placed more lines of advertising in the Chicago Tribune than in any other newspaper in the country!

And in Chicago— More than all others combined!

HOW these same advertisers rank Chicago newspapers is shown in the chart. They place more of their advertising expenditures and linage in the Tribune than in all other Chicago newspapers combined!

For a banner 1956 in Chicago, plan now to add the Tribune's six great sales builders to your regular Chicago Tribune program. Get complete details from your Tribune representative.



Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago W. H. Hattendorf 1333 Tribune Tower SUperior 7-0100 New York City
E. P. Strubsacker
220 E. 42nd St.
MUrray Hill 2-3033

Detreit
W. E. Bates
Penobscot Bidg.
WOodward 2-8422

San Francisco Fitzpatrick Associated 155 Montgomery St. GArfield 1-7946 Les Angeles Fitzpatrick Associates 3460 Wilshire Blvd DUnkirk 5-3557

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

Thermostat that does many jobs well!

The WILCOLATOR Type R-15

TYPICAL APPLICATIONS:

Room Heaters (50 to 100°F)



WILCOLATOR

26 Amp. 240 Volts 35 Amp. 120 Volts A.C. only PROMPT
DELIVERIES
FROM STOCK

-15 RATINGS

Pilot duty 125 volt amperes D.C. Underwriters listed and approved



Restaurant Appliances (50 to 250°F)



Bake Ovens (150 to 550°F)



Griddles (150 to 450°F)



Friers (150 to 400°F)

Now you can really simplify your thermostat inventory. Standardize on the general-purpose Wilcolator R-15—with prompt deliveries from stock—and you're ready to equip your appliance with a sensitive, accurate, panel-mounted thermostat whose smart appearance, plus the nation-wide reputation of Wilcolator, does much to help make your sales easy.

The R-15 Wilcolator is double pole with double break contacts. The contact mechanism is a quick make-and-break, snap action type. No disconnect switch is necessary, since both sides of the line are opened when the dial is in the "off" position.

Thermostatic action is secured by the use of an expansible liquid which actuates the switch mechanism through a bellows. This assures the utmost sensitivity, in a rugged thermostat that gives long life with little or no need for service. The dial is black bakelite, available with standard temperature figures or with special markings where desired.

A chrome finished bezel is supplied with combined index and aperture for pilot light visibility.

The switch mechanism is enclosed in α bakelite housing. Terminals are arranged for easy wiring. Where desired, a compression fitting with 3/8" pipe thread can be supplied, where the bulb is to be immersed in a liquid.

Write at once for complete data on the R-15. The Wilcolator Company, 1001 Newark Ave., Elizabeth, New Jersey. Canadian address: Mimico, Toronto, Ont.



MAKE MORE

Sell the leader in the booming



It's easy to sell kitchens the Youngstown way. Your distributor warehouses the complete line—gives quick delivery on every order. You offer beautiful colors—Star White, Dawn Yellow, Meridian Blue, and Sunset Copper—at no extra cost. Backed by powerful advertising and merchandising, you sell to one of America's biggest markets . . . with no money down—no recourse—on F.H.A. terms. And your sales of related appliances will boom, too!

PROFIT IN '56

kitchen-modernization field!

Modernization! . . . the new-home look . . . it's today's biggest news! Sink sales have hit 10,000 a day. Kitchen sales are booming . . .

. and you can share in this full-profit business with Youngstown Kitchens - the industry's fastest selling, most complete kitchen line!

Sinks-cabinets-built-ins-Food Waste Disposers-Dishwashers ... every unit a customer wants, with every feature it takes to

sell her, including color at no extra cost. And the prices are right!

As a Youngstown Kitchens dealer, you sell one of the best known, most respected lines in the world. You pull more prospects; sell more merchandise; make more money. Get the full story on this full-profit line. Call your Youngstown Kitchens distributor; or write: Director of Marketing, Youngstown Kitchens, Dept. EM-156, Warren, Ohio.



Gorgeous Diana Cabinet Sinks, 24" to 66" wide, feature stainless-steel front trim and back-splash, match adjoining base cabinets. Amazing, new single-handle faucet and rinse spray have 5-year parts warranty (on 48", 54", and 66" models). Color at no extra cost!



This 54° Deluxe model – promoted and advertised nationally at \$159.95°—is really moving! Gleaming Star White finish; all-steel construction that ends warping and rotting; 5 drawers; deluxe faucet with 5-year parts warranty; cutlery drawer and cutting board!



New 66" Deluxe Cabinet Sink is the kind of value that really pulls customers. Comparel Not I bowl, but 2. Not 2 drawers, but 5. Deluxe faucet; rinse spray; cutting board and cutlery drawer—can't be matched at \$179.95!*



Red-hot Food Waste Disposer retails at \$79.95, * 5-year parts warranty. Operates quietly, with little vibration; continuous feed action quickly flushes away food waste. Installs in minutes in new sink or old. Big volume . . . full profit . . . nationally advertised!



New 30" Jet Tower ** Dishwashers hold up to 200 pieces—cost no more than smaller competing models. Wash, rinse, and dry automatically without pre-rinsing. Exclusive Work-Level model; Undercounter model; or 48" Electric Sink. Choice of color or white!



Brand-new Youngstown-Tappan built-in ovens and brain-few foungstown-lappan built-in ovens and cooking tops (gas or electric) open a whole new market to you. They are built to fit Youngstown cabinets and blend with other Youngstown Kitchens units. Nationally advertised and promoted.



SOLD IN THE UNITED STATES, CANADA, AND MOST PARTS OF THE WORLD . MULLINS MANUFACTURING CORPORATION . WARREN, OHIO

ELECTRICAL MERCHANDISING-JANUARY, 1956

"...provides the use of funds immediately..."

says W. G. MEDARIS, Medaris Co., distributor, Dallas, Texas

"We selected Commercial Credit Plan originally because it is a comprehensive program of distributor, dealer and purchaser financing. Since starting with Commercial Credit in 1950, we have been greatly impressed with its benefits. The insurance features are good and the retailer's control of financing is important in preventing lost sales due to outside influences. Because it provides funds immediately, Commercial Credit does a great deal to speed the turnover of invested capital."

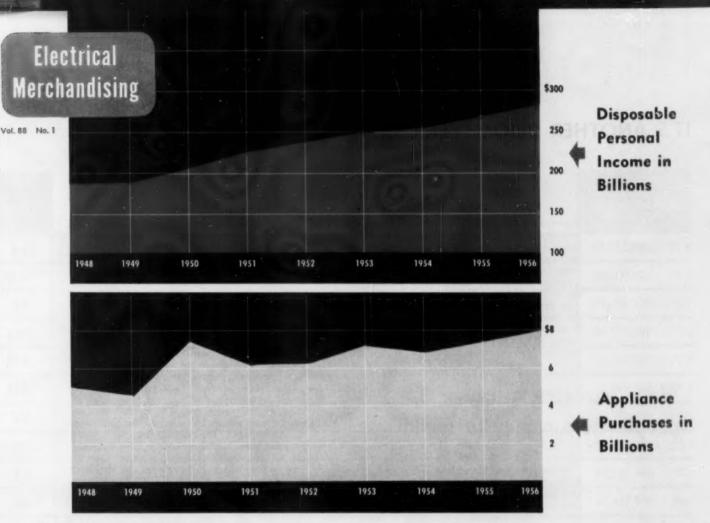
Commercial Credit dealers are <u>successful</u> dealers

Write or call our nearest office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it today?



COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$180,000,000 . . . offices in principal cities of the United States and Canada.



More disposable personal income and more dollars spent for appliances and radio-TV makes 1955 a record year, but business' plans for capital spending, higher wages and an insatiable public appetite for better living indicate . . .

It's Another Boom Year Coming

By the McGraw-Hill Dept. of Economics

HE most startling thing about the charts above is not the fact that 1955 disposable income reached a new record nor that appliance purchases of an estimated \$7.9-billion exceeded the all-time high of 1950.

Despite this last tremendous year, the prospects are that 1956 will see even further advances in the national economy and a slight increase in the number of dollars spent for the products of the appliance and radio-TV industry. able income, the money people have after taxes to do with as they will, is likely to increase another \$15-billion to \$283.8-billion. And sales of appliances are expected to inch forward about \$600-million—an amount slightly more than the entire total spent for automatic washers in 1953.

The figures represent, too, a continuing gain in the share of disposable income received by the appliance industry. This share was 2.67 percent in 1954, 2.75 percent in 1955, and will probably go to around 2.82 percent this year.

If appliances and radio-TV do get still more of the consumer's dollar in 1956 it will make the

fourth straight increase in a row, by far the longest period of consistent improvement since the of World War II.

Behind the prospects for a big appliance year in 1956 is the probability of record levels of business activity in most sectors of the economy. Although competitive forces may be even keener than in 1955, the aggressive appliance dealer should be able to get his share of the expected increase in business activity.

One of the signs pointing to higher levels of activity in the coming year is the fact that American business has reported preliminary plans to increase investment in new plant and equipment by 13%, (EM, p 32, December 1955). If business as a whole can get the materials to produce all this new equipment and build these plants, the record level of investment will in turn stimulate other parts of the economy.

Total industrial production, as measured by the Federal Board index, will probably average 142 (1947-49 = 100) in 1956 compared with an average for 1955 of 138. The expected decline from last year's peak in auto production will be offset by rising production in other industries.

And rising production means a high level of employment. There were more job holders in 1955 than in any previous year. At the same time unemployment averaged about 2.7 million. The unemployment picture should remain about the same through 1956, with perhaps only a slight rise because of new people coming into the labor

Total output of goods and services in the economy should reflect this increase in production and spending as well. In 1955 the economy produced goods and services valued at about \$387 billion. This is higher than any other year in the entire history of the American economy. And it seems likely that in 1956 even this record will be broken. Economic forecasts point to a national output of about \$405 billion.

Along with this increase in national output, consumer income-which rose steadily throughout 1955-can be expected to continue the trend. Consumer income after taxes in 1956 is

IT'S ANOTHER BOOM YEAR COMING (continued)

expected to be about \$284 billion. That's approximately \$15 billion more than in 1955. Never before have incomes been so high. And an increasing proportion of this income is reaching a greater number of people. The share going to the lower income groups has increased considerably during the past few years.

In addition, almost all experts, both economic and political agree that consumers will get a cut

and political, agree that consumers will get a cut in income taxes. This will boost incomes even higher, although it is still uncertain when lower rates will become effective.

Wage increases will give people more money to spend

Wage rates rose throughout 1955, and many union contracts will again be open for negotiation next spring. Some contracts, as in the auto and electrical machinery industries, already provide automatic wage increases in the spring or summer. So another round of wage boosts is practically

About the only group not expected to share in the higher levels of income is the farmer. It is estimated that farm income will be down about 4%. In 1955 net farm income amounted to about \$10.6 billion, 10 percent less than 1954. Farmers' income has been dwindling since the Korean war peak in 1951, and by 1955 net farm income declined about 28 percent. It seems likely, though, that in an election year, Congress will make some effort to relieve the farm situation.

But the picture for consumer income in general

is a rosy one indeed. And with incomes at such a high level, consumers can be expected to spend even more freely than they did in 1955. It is estimated that total consumer expenditures will be about \$263 billion-10 billion more than in

Consumers will spend less for cars, more for soft goods

The expected increase in consumer spending will probably show a larger proportion of the total going for nondurable goods and services than for durable goods. Consumer expenditures for durables were close to \$35-billion in 1955. The signs point to a decline of about \$1-billion this year. One of the reasons for this is an expected slide in auto sales. Although car manufacturers shattered all records in 1955 they don't anticipate any repetition in 1956 and will be satisfied with a volume of about 6.5-million cars. Even this amount will be higher than any previous year except 1955. Even with an increase in appliance

sales, a decline in car volume will mean some shift in dollars toward nondurable goods. The record level of auto production has, in turn, been reflected in the steel industry. During most of the last quarter of 1955 steel producers were operating at close to capacity. And in several instances they have been unable to meet the demand without long delays. The outlook is for continuing high levels of steel production at least through the first quarter to meet the demand

of the auto industry and other heavy steel users.

Further evidence of the consumer spending pattern can be seen in the outlook for retail sales. Total retail sales were topping all previous records as consumers went off on a Christmas buying spree. Bigger sales were expected for portable radios, record players and TV sets. And more people want second TV sets for their children or for the bedroom. The demand also appears heavy for small home appliances such as irons and toast-ers. All along the line, consumers appear to be up-grading their standard of living because they have the money to do it.

Dollars are pushing up the living standard

And it seems likely that this upgrading will continue. Appliance dealers can help foster this desire on the part of consumers. One area where a little promotion may go a long way is the trend toward colored appliances. During the past year the consumer appetite was whetted for colored kitchens. This could mean not only colored appliances in new homes, but a sizeable replacement market as well.

Another area of great potential is color television. Sales have been slow because of the high price and the lack of shows. But efforts are being made both to lower the price and to provide more viewing time in order to attract more cus-

Appliance dealers can also continue to look to a high level of home construction, which accounts for a sizeable proportion of appliance sales. The number of new homes started in 1955 was about 1.3 million units. In 1956 the number of housing starts should be only about 100,000 units less. This, of course, is based on the assumption that Hins, or course, is based on the assumption that the mortgage credit situation remains the same. Housing starts started tapering off during the latter part of the summer because of the tightening of credit, but as yet there are no signs pointing to a change in the credit outlook. Loosening of credit could give the current housing boom a new push.

Thus the overall economy seems headed for a year of record breaking activity. There will be some ups and downs among the various forces working within this framework, but the total effect should result in crashing through the highs made in 1955.

End

INDEX OF SATURATION January 1, 1956

Number and Percentage of WIRED HOMES WITH	All figures except radio based on 46,000,000 damestic and farm electric customers. Radio based on 48,158,600 total homes.	Number and Percentage of WIRED HOME WITHOUT	f.
2,585,000 5.6	AIR CONDITIONERS (room)	43,415,000	94.4
5,351,000 11.6	BED COVERINGS	40,649,000	88.4
2,346,000 5.1	BLENDERS	43,654,000	94.9
5,528,000 12.0	BROILERS	40,472,000	88.0
40,235,000 87.5	CLOCKS	5,765,000	12.5
14,817,500 32.2	COFFEE MAKERS (automatic)	31,182,500	67.8
450,000 1.0	DEHUMIDIFIERS	45,550,000	99.0
1,838,000 4.0	DISHWASHERS	44,162,000	96.0
4,213,000 9.2	DRYERS, CLOTHES (electric and gas)	41,787,000	90.8
2,553,000 5.6	FOOD WASTE DISPOSERS	43,447,000	94.4
7,715,000 16.8	FREEZERS	38,285,000	83.2
11,675,000 25.4	HEATERS, PORTABLE (electric)	34,325,000	74.6
15,639,000 34.0	HEATING PADS	30,361,000	66.0
10,140,000 22.0	HOTPLATES	35,860,000	78.0
4,217,700 9.2	IRONERS	41,782,300	90.8
41,536,500 90.3	IRONS (standard)	4,463,500	9.7
16,655,000 36.2	STEAM IRONS	29,345,000	63.8
17,467,000 38.0	MIXERS	28,533,000	62.0
46,700,000 97.0	**RADIO	1,458,600	3.0
12,965,000 28.2	RANGES	33,035,000	71.8
43,300,000 94.1	REFRIGERATORS	2,700,000	5.9
4,571,000 9.9	ROASTERS	41,429,000	90.1
15,410,000 33.5	SANDWICH-WAFFLER (combinations)	30,590,000	66.5
19,834,000 43.1	SHAVERS	26,166,000	56.9
35,000,000 76.1	*TELEVISION	11,000,000	23.9
34,391,000 74.8	TOASTERS	11,609,000	25.2
29,586,000 64.3	VACUUM CLEANERS	16,414,000	35.7
38,700,000 84.1	WASHERS, ELECTRIC	7,300,000	15.9
7,500,000 16.3	WATER HEATERS	38,500,000	83.7

^{*} Bureau of Census, June 1955

^{**} Projected from Politz Survey, Jan. 1955

10 Year Sales and Retail Value of APPLIANCES,

	194	16	194	17	194	18	194	19	19	50
PRODUCT	NUMBER SOLD	RETAIL	NUMBER SOLD	RETAIL	NUMBER SOLD	RETAIL	NUMBER	RETAIL	NUMBER SOLD	RETAIL
Air Conditioners, Room	29,840	\$10,298,000	42,900	\$17,421,000	73,630	\$27,198,000	89,320	\$31,473,700	200,900	\$62,646,00
Bed Coverings, Electric Blenders. Broilers	200,000 800,000	\$8,000,000 9,800,000	630,000 255,000	26,460,000 3,442,500	675,000 215,000 280,000	29,025,000 8,170,000 5,026,000	440,000 175,000 260,000	16,500,000 6,562,500 4,667,000	800,000 225,000 295,000	31,600,00 8,437,50 7,360,00
Cleaners, Vacuum: Floor Type ** Hand Type. Clocks. Coffee Makers: Total. Automatic. Non-Automatic	2,289,500 80,000 6,500,000 5,000,000	155,228,100 1,505,880 40,950,000 43,150,000	3,801,000 186,400 9,729,000 2,963,000 200,000 2,763,000	285,368,000 4,827,000 69,076,000 29,516,000 4,000,000 25,516,000	3,360,800 289,900 9,995,000 2,700,000 600,000 2,100,000	257,542,700 7,706,400 74,962,500 33,870,000 12,000,000 21,870,000	2,889,500 191,000 5,280,000 2,450,000 800,000 1,650,000	221,794,300 5,355,100 33,200,000 39,300,000	3,529,400 230,300 8,100,000 2,975,000 900,000 2,075,000	280,305,00 6,614,20 54,000,00 54,101,25 25,155,00 28,946,25
Dehumidifiers. Dishwashers, Motor-Driven. Dryers, Clothes, Total. Electric. Gas.	*************		120,000 58,000 38,000 20,000	30,000,000 12,180,000	225,000 92,000 76,700 15,300	61,875,000 20,720,000	25,000 160,000 105,700 84,560 21,140	44,000,000 24,317,200	45,000 230,000 318,500 250,980 67,520	6,300,00 66,700,00 70,449,40 53,378,46 17,071,00
Fans: Attic Desk and Bracket Hassock or Floor Ventilating, Wall & Celling	1,239,450 203,080	13,680,000	125,000 3,555,000 265,000	15,625,000 65,767,500 9,142,500	85,000 3,470,000 240,000	11,050,000 60,725,000 9,000,000	76,500 2,776,000 255,000	9,562,500 51,356,000 9,817,500	95,000 2,450,000 180,000 495,000	12,302,50 42,262,50 7,110,00 17,745,80
Window Ventilating	210,300	80,000,000	185,000 100,000 607,000	9,250,000 12,500,000 200,310,000	175,000 690,000	21,000,000	155,000	20,925,000 162,475,000	240,000 320,000 890,000 500,000	13,800,00 43,200,00 289,250,00 12,475,00
Heaters, Convector & Radiant: Fan-Forced & Fan-Heaters Non-Fan Forced.	2,000,000	25,000,000	1,850,000	26,825,000	1,300,000	16,900,000	835,000	9,602,500	1,115,000	15,364,70
Wall Type Heating Pads Hotplates	2,900,000 2,000,000	17,400,000 11,560,000	2,140,000 1,453,000	13,910,000 13,803,500	1,600,000 1,225,000	10,800,000 10,964,000	1,350,000 820,000	9,112,500 6,519,000	1,725,000 1,160,000	11,988,7 9,454,0
Ironers Ironer Total Automatic Non-Automatic Travel Steam	175,000 9,600,000 7,000,000 2,600,000	13,146,000 82,959,000 67,645,000 15,314,000	599,300 11,004,000 8,495,000 1,353,000 1,156,000	75,821,800 121,215,000 93,645,000 8,118,000 19,652,000	477,000 7,360,000 5,850,000 700,000 810,000	71,550,000 94,392,500 75,757,500 4,865,000 13,770,000	307,350 6,310,000 4,850,000 495,000 965,000	43,028,300 81,639,500 62,807,500 3,440,250 15,391,750	409,200 7,475,000 5,235,000 595,000 1,645,000	59,465,90 101,188,5 67,793,23 3,867,50 29,527,73
Kitchen Cabinets, Steel †	1,347,500	60,000,000	2,790,000	104,600,000		124,776,700	2,132,000	83,852,800	2,969,000	
Lamp Bulbs & Tubes: Total. Fluorescent Large Incandescent Photo Miniature (incl. "L") Christmas Tree Lawn Mowers, Power			1,705,044,000 79,073,000 831,241,000 78,791,000 444,911,000 271,028,000 362,000		1,837,294,000 79,400,000 845,083,000 143,602,000 390,546,000 378,663,000 397,000	406,605,000 80,059,000 179,411,000 24,125,000 87,908,000			2,006,880,000 88,439,000 933,523,000 229,230,000 467,728,000 287,960,000 1,080,000	
Mixers, Food: Standard Portable	1,500,000	47,265,000	1,220,000	43,310,000	1,550,000 20,000	`58,105,000 339,000	1,375,000 150,000	51,562,500 2,542,500	1,700,000 145,000	67,150,0 2,602,7
Oil Space Heaters f	1,006,200	69,778,200	2,004,200	165,079,970	1,234,900	103,305,100	741,500	60,064 000	886,400	73,480,0
Radio: Home Radios. Portable Radios. Clock Radios.	14,031,000	701,550,000	14,082,700 2,458,300	86,778,000	9,630,300 2,629,600	77,573,200	1,843,400	274,215,200 55,209,800	8,174,600 1,674,700	
Ranges	576,700	107,266,200 434,700,000 4,500,000	1,210,000 3,400,000 410,000	278,300,000 867,000,000 15,375,000		376,000,000 1,239,160,000		242,880,000 1,134,750,000 13,125,000		424,623,0 1,602,266,0 15,580,0
Shavers	2,115,000	35,955,000	2,500,000	43,750,000	1,650,000	32,175,000	1,725,000	37,087,500	2,150,000	50,525,0
Television Toasters: Total Automatic Non-Automatic	6,500 3,500,000 1,400,000 2,100,000	2,100,000 41,489,000 26,138,000 15,351,000	178,570 5,019,000 2,840,000 2,179,000	83,500,000 62,015,000 51,120,000 10,895,000	975,000 4,850,000 3,650,000 1,200,000	383,500,000 78,315,000 71,175,000 7,140,000	3,000,000 4,200,000 3,450,000 750,000	970,000,000 73,290,000 68,827,500 4,462,500	7,463,800 4,525,000 3,795,000 730,000	2,235,408,0 80,142,7 76,127,7 4,015,0
Waffie Irons—Sand, Grills Washing Machines: Automatic & Semi-Automatic Wringer & Spinner.	3,600,000 356,000 1,691,380	45,529,000 106,800,000 140,503,000	3,567,000 962,000 2,695,000	50,537,500 278,980,000 262,256,000	3,670,000 950,000 3,245,600	57,114,000 272,935,000 453,469,400	1,960,000 928,000 2,137,000	30,205,000 236,640,000 288,548,000	2,535,000 1,646,380 2,626,200	
Water Heaters, Storage Water Systems	488,000 625,700	58,560,000 57,083,650	1,100,000 730,000	143,000,000 84,000,000		137,800,000 89,050,000	695,000 600,000	90,350,000 78,900,000	990,000	131,175,9 112,065,0

** Vacuum cleaner figures, include new and manufacturers' reconditioned models for prewar, but from 1940 on represent new models only. † So-called portable metal cabinets not included. † Oil

space heaters based on Dept. of Commerce figures. Radio, T-V figures since 1947 represent production, estimated by RETMA. 1952-4 Air Conditioner Unit Figures from A.R.L.

RADIO and TELEVISION

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00 50

750

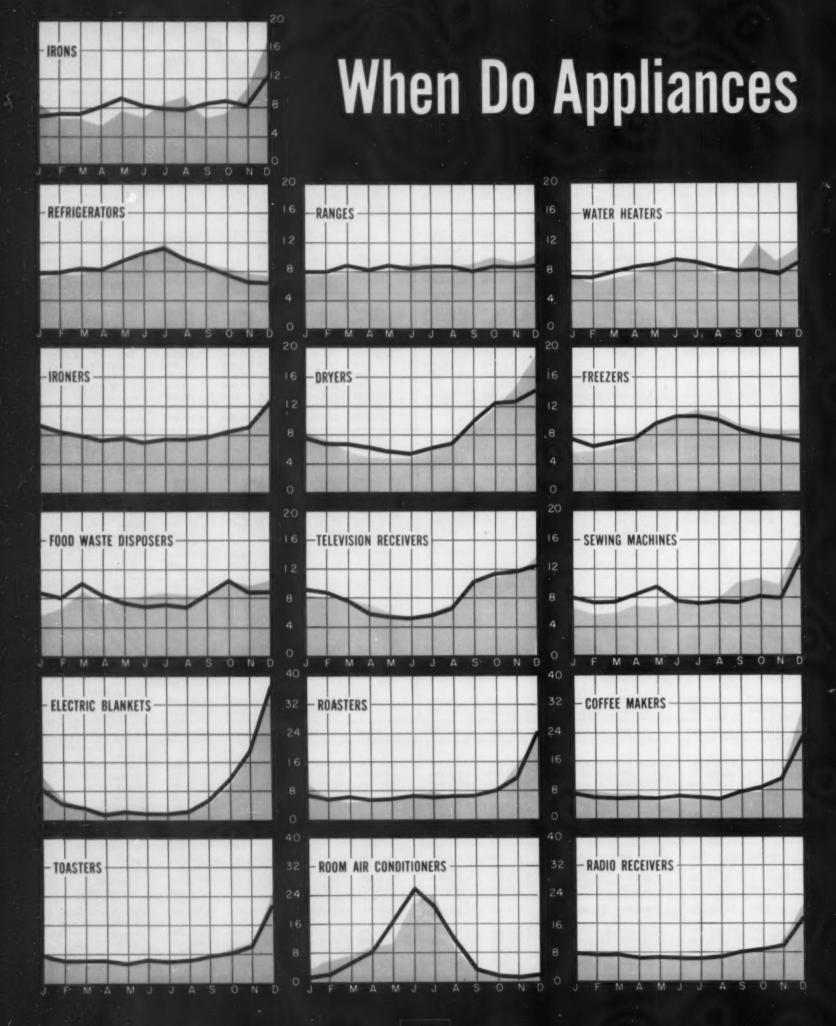
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Manufacturers' Sales Including Exports In Units and Retail Dollar Value

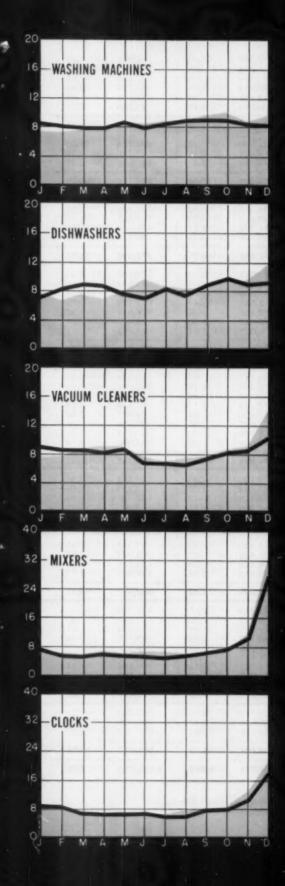
	198	51	198	52	19	53	19	154	19	55	
	NUMBER SOLD		NUMBER SOLD	RETAIL	NUMBER SOLD	RETAIL	NUMBER SOLD	RETAIL	NUMBER SOLD	RETAIL	PRODUCT
	237,500	\$80,393,000	380,400	\$129,703,000	1,044,700	349,514,000	1,230,000	\$419,298,000		\$412,800,000	Air Conditioners, Room
	776,000 290,000 312,000	11,455,000	830,000 395,000 434,700	35,275,000 16,392,500 13,172,100	948,000 310,000 1,130,000	35,976,000 12,384,500 56,333,000	1,050,000 296,000 1,550,000	11,825,000	1,350,000 405,000 1,545,000	40,500,000 14,415,000 77,172,700	Bed Coverings, Electric Blenders Broilers
	2,729,100 176,000 7,500,000 2,825,000 1,695,000 1,130,000	5,313,500 52,125,000 59,409,750 43,646,250	2,841,800 155,000 6,700,000 3,000,000 1,950,000 1,050,000	260,081,500 4,786,800 48,575,000 60,185,500 48,652,500 11,533,000	2,777,700 173,200 7,625,000 3,685,000	5,212,100 52,993,700	2,658,100 133,600 6,900,000 3,450,000 3,450,000	4,145,600 47,955,000 68,674,500	3,330,000 110,000 7,200,000 3,675,000 3,675,000	292,806,900 3,426,500 50,040,000 71,662,500 71,662,500	Cleaners, Vacuum: Floor Type ** Hand Type Clocks Coffee Makers: Total Automatic Non-Automatic
	55,240 260,000 492,000 354,000 138,000	78,000,000 120,679,500 82,039,500	87,450 175,000 634,850 473,900 160,950		90,550 180,000 736,700 568,500 168,200	179,847,000 134,342,200	76,000 215,000 940,900 697,700 243,200	64,500,000 215,630,500 153,040,500	92,000 295,000 1,450,500 1,085,500 365,000	11,914,000 90,270,000 319,197,600 228,356,600 90,841,000	Dehumidifiers Dishwashers, Motor-Driven Dryers, Clothes, Total Electric Gas
	90,000 2,225,000 185,000 444,500 320,000 275,000 352,000 1,050,000 725,000	43,387,500 8,136,300 14,404,300 16,640,000 16,500,000 47,520,000 378,000,000	95,000 1,625,000 265,000 585,000 505,000 287,000 260,000 1,140,000 1,525,000	421,800,000	135,000 3,035,000 335,000 754,000 845,000 110,000 295,000 325,000 1,090,000 2,650,000	18,562,500 74,357,700 16,029,700 26,390,000 52,939,000 8,250,000 19,175,000 436,000,000 79,500,000	125,000 3,825,000 360,000 825,000 1,425,000 175,000 325,000 400,000 990,000 1,995,000	94,286,000 17,100,000 30,937,500 79,643,000 12,775,000 19,500,000 47,980,000 391,425,000 43,690,500	140,000 2,525,000 220,000 860,000 1,645,000 375,000 520,000 1,100,000 2,275,000 2,660,000	17,500,000 50,373,000 10,670,000 30,100,000 82,168,000 12,787,000 20,250,000 62,374,000 439,945,000 39,812,500 50,540,000	Fans: Attic Desk and Bracket Hassock or Floor Ventilating, Wall & Ceiling Window Ventilating Portable Roll-Abouts Floor Polishers Food Waste Disposers Freezers, Home Fryers, Deep Fat Frypan—Skillets
	930,000 605,000 325,000 1,450,000 940,000	9,468,000 2,925,000 10,077,500	1,202,000 690,000 270,000 242,000 1,500,000 905,000	31,203,000 12,075,000 2,430,000 16,698,000 10,425,000 8,597,500	1,400,000 940,000 195,000 265,000 1,875,000 695,000	33,905,300 17,390,000 1,940,300 14,575,000 12,281,200 5,907,500	1,330,000 850,000 *180,000 300,000 1,675,000 710,000	16,787,500 *2,475,000 14,970,000	1,535,000 820,000 *185,000 530,000 1,920,000 720,000	45,146,000 15,990,000 *2,682,500 26,473,500 11,808,000 5,580,000	Heaters, Convector & Radiant: Fan-Forced & Fan-Heaters Non-Fan Forced Wall Type Heating Pads Hotplates
	283,840 7,585,000 4,950,000 236,400 298,600 2,100,000	104,166,800 60,637,500 1,046,900 2,687,400	211,400 6,235,000 2,795,000 210,000 375,000 2,855,000	44,182,600 97,384,000 36,195,250 875,250 3,356,250 56,957,250	160,000 7,575,000 2,720,000 175,000 430,000 4,250,000	34,013,000 118,577,000 32,640,000 691,000 4,708,500 80,537,500	89,840 6,583,300 2,215,000 118,300 400,000 3,850,000		88,630 8,028,000 2,520,000 113,000 295,000 5,100,000	18,674,300 114,798,800 25,830,000 446,300 3,097,500 85,425,000	Ironers Irons: Total Automatic Non-Automatic Travel Steam
	2,672,100	119,930,900	2,970,000	154,000,000	3,441,000	178,000,000	3,372,000	174,440,000	4,046,000	209,328,000	Kitchen Cabinets, Steel †
	950,408,000 295,848,000 415,624,000 263,600,000	102,600,000 228,000,000 51,000,000 107,500,000	1,849,994,000 77,629,000 920,825,000 341,820,000 359,320,000 150,400,000 1,155,000	93,000,000 222,000,000 58,200,000 94,800,000	976,461,000 485,670,000 427,363,000 227,000,000	121,000,000 264,000,000 83,200,000 120,800,000	2,244,068,000 86,168,000 1,003,600,000 454,000,000 377,300,000 323,000,000 1,350,000	131,000,000 286,000,000 73,500,000 118,800,000 32,400,000	2,450,700,000 95,700,000 1,025,000,000 500,000,000 470,000,000 2,103,100	152,000,000 330,000,000 78,000,000 156,000,000 35,500,000	Lamp Bulbs & Tubes: Total Fluorescent Large Incandescent Photo Miniature (incl. "L") Christmas Tree Lawn Mowers, Power
	1,475,000 125,000		1,375,000 455,000	60,500,000 8,622,250	1,270,000 615,000	55,880,000 11,654,200	1,315,000 925,000		1,615,000 1,625,000	71,464,000 31,687,500	Mixers, Food: Standard Portable
	768,490	69,933,000	740,300	68,852,000	647,800	60,892,700	452,000	43,394,000	410,000	40,180,000	Oil Space Heaters #
-		41,322,700 30,691,500 350,000,000 1,120,625,000	1,719,900 1,929,000 1,060,000	136,454,600 59,336,500 65,586,000 270,300,000 1,017,450,000 17,850,000	1,741,600 2,041,100 1,250,000	138,694,500 60,712,000 69,397,400 318,750,000 1,076,750,000 17,380,000	3,067,600 1,333,500 1,874,900 1,350,000 3,600,000 350,000	42,472,000 58,121,900 353,700,000 1,095,865,000		101,343,800 71,647,500 75,538,700 420,800,000 1,267,875,000 13,183,500	Radios Home Radios Portable Radios Clock Radios Ranges Refrigerators Roasters
-	2,200,000	53,900,000	2,750,000	68,612,500	3,500,000	94,500,000	3,950,000	108,625,000	4,750,000	121,125,000	Shavers
	5,384,800 1 3,725,000 3,350,000 375,000		6,096,300 1 2,975,000 2,650,000 325,000	1,719,156,600 59,727,700 58,167,500 1,560,200	7,215,800 2 3,170,000 2,825,000 345,000	2,020,424,000 57,721,500 56,358,800 1,362,700	7,346,700 3,110,000 2,690,000 420,000		7,905,000 3,350,000 3,035,000 315,000	1,833,960,000 56,318,000 55,388,000 930,000	Television Toasters: Total Automatic Non-Automatic
	1,875,000	33,656,300	1,456,000	29,848,000	1,370,000	29,455,000	928,000	17,354,000	995,000	18,905,000	Waffle Irons—Sand. Grilla Washing Machines:
	1,795,300	269,995,200 114,075,000	1,582,400 720,000	471,076,400 237,818,900 95,040,000 110,484,000	1,521,400 780,000	577,401,100 228,018,200 102,960,000 119,000,000			3,187,000 1,200,400 900,000 788,000	175,654,500	Automatic & Semi-Automatic Wringer & Spinner Water Heaters, Storage Water Systen.

All other figures compiled from reports of associations and manufacturers, fr om estimates by association executives and manufacturers, from "Facts for Industry," and Census o f Manufactures.

Lamps and Bulbs do not include exports. * 1954-5 non-fan heaters include glass radiant portable. Permission to reprint, or use is granted provided credit is given ELECTRICAL MERCHANDISING.



Sell Best?



Concluding its fifth year of study into seasonal buying habits, Electrical Merchandising finds patterns unchanged; the worth of the study as a buying guide established

VIVE years have passed since ELECTRICAL Merchandising conducted the first of a series of studies into the seasonal buying habits of the American public. During this time a once hazy insight into peak demand periods for various major appliances and housewares has jelled into a firm pattern; one which traces closely the monthly plateaus of con-sumer demand. The five year period over which the study has been conducted includes one during which sales and dollar volume broke records. Its figures for other years are for periods during which sales were consisthigh in most areas of the country.

This year's study, fifth in the series, covers the reports of 23 utilities (an increase of one over the compilation of January, 1955) on the sales of electrical appliance dealers in their respective power districts for the year 1954. As in past years these utilities are countrywide in origin; eight are reporting on districts in the northeast; nine from southern areas; three from the midwest, and three from the Pacific coastal region. Thus the reports which are consolidated in the charts accompanying this article mirror not only the monthly sales wants of the appliance buyer but also the strictly regional buying characteristics dictated by differing seasonal conditions in the nine geographic divisions of the country.

Year End Sales

Among all appliances the housewares group reigned unchallenged in their appeal during the months preceding and during the Christmas gift giving period. Their utility and general desirability as gifts have made them a prime favorite of the consumer at this season. standing examples in these lines can be found in toasters, mixers, roasters and coffee makers. Electric mixer sales representing 29.80 percent of the year's total were concluded in December, 1954, with a secondary high of 10.74 percent in November. Toasters were caught up in the holiday buying spree with 24.38 percent of yearly sales registered during December alone, and a whopping 44.20 percent occurring in the three month period of October, November and December. Coffee makers showed an impressive sales percentage of 39 percent for the months of November and December, while roasters chalked up 36.22 percent of the

year's sales during the same period.

Over 25 percent of 1954's iron sales were concluded during the two months of November and December, 16.56 percent during the latter month alone. Sales activity was noticeably good in waffle irons through most of the fall months starting with September, 13.85 percent, and culminating in December sales of 28.80 percent. Other items in the housewares family which apparently were to be found liberally sprinkled under the consumer's Christmas tree included, electric clocks, 32.27 percent of 1954 sales during November and December; sewing machines with a cumulative percentage of 35.94 percent for October, November and December, and vacuum cleaners, which showed 30.61 percent for these three

Among the majors, ironers, and dryers enjoyed a peak popularity for the buyer during the month of December. Ironer sales for 1954 stood at 12.82 percent during this month alone, with the second highest month, January, registering at 9.26 percent. Dryers profited both from their appeal as a gift item and the advent of winter months to come, for their sales surged forward in October, 11.35 per cent, rose even higher in November, 14.33 percent, and reached a peak in December of 18.25 percent, a total of 43.93 percent of the year's sales during this three month period.

1954 and the Majors

Summer was by all odds the time in which to sell refrigerators and freezers. Refrigerators, selling at a fairly even pace during most of the year moved strongly during June and August, 10.26 percent and 9.62 percent respectively and reached a high of 11.56 percent during July. With produce and poultry prices at yearly lows during the summer months many consumers found their thoughts turning to the cost saving advantages of the freezer. Over 40 percent of 1954 sales in the areas covered by the study were concluded during June, July, August and September, 11.15 percent of these in July, and 10.96 percent in August.

The darling of the American housewife, the washing machine showed a fairly evenly dis-(Continued on page 127)

REPORTING UTILITIES

Omaha Public Power District Nashville Electric Service Southwestern Gas & Electric Co. Kansas Gas & Electric Co. Florida Power & Light Co. Pacific Gas & Electric Co. Dallas Power & Light Co. New Orleans Public Service, Inc. Connecticut Light & Power Co. Texas Electric Service Co. New York State Electric & Gas Corp. West Penn Power Company Pacific Power & Light C United Illuminating Co., New Haven, Connecticut

United Illuminating Co., Bridgeport, Connecticut Electrical Assn. of Philadelphia Pennsylvania Power & Light Co Florida Power Corp.—Georgia Div. Florida Power Corp.—Florida Div. Kentucky Utilities Washington Water Power Co. Electric Power Board of Chattanooga New Jersey Power & Light Co. Pacific Power & Light Co.

HOW THE APPLIANCE MARKET

	Residential Electric Cu		Home W. Shipme	asher nts"	Shipme		Drya Shipme		Refriger Shipme	
STATE	Jan. 1, 1956	U. S. Total	First 8 Months 1955	W. S. Total	First 8 Months 1955	W. S. Total	First 8 Months 1955	% of U. S. Total	First 9 Months 1955	W. S. Total
Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut	292,000 189,300 109,700 1,440,000 244,000 677,000	.64 .41 .24 3.13 .53	13,286 8,249 3,987 70,282 16,826 41,528	.52 .32 .15 2.74 .65 1.62	73 46 21 624 140 446	.19 .12 .06 1.66 .37	2,699 1,604 734 10,973 2,366 6,853	.43 .25 .12 1.76 .38 1.10	12,086 7,672 3,419 65,759 18,646 40,546	.45 .29 .13 2.46 .70
New England	2,952,000	6.42	154,158	6.00	1,350	3.59	25,229	4.04	148,128	5.54
New York New Jersey Pennsylvania	4,460,000 1,618,000 2,957,000	9.69 3.52 6.43	210,622 83,260 188,493	8.20 3.24 7.34	1,689 1,009 3,268	4.49 2.68 8.70	42,576 14,442 49,189	6.82 2.31 7.87	294,224 90,226 168,985	11.00 3.38 6.32
Middle Atlantic	9,035,000	19.64	482,375	18.78	5,966	15.87	106,207	17.00	553,435	20.70
Ohio. Indiane Illinois. Michigan Wisconsin	2,550,000 1,282,500 2,597,500 2,095,000 1,100,000	5.54 2.79 5.65 4.55 2.39	163,366 76,420 136,642 121,978 50,996	6.36 2.97 5.32 4.75 1.99	4,017 926 1,789 6,280 460	10.69 2.46 4.76 16.71 1.23	66,216 35,316 47,012 51,278 17,000	10.60 5.66 7.53 8.21 2.72	159,380 86,729 147,347 149,707 49,837	5.96 3.24 5.51 5.60 1.87
East North Central	9,625,000	20.92	549,402	21.39	13,472	35.85	216,822	34.72	593,000	22.18
Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas	909,000 795,000 1,200,000 162,500 184,000 404,500 625,000	1.98 1.73 2.61 .35 .40 .88 1.36	41,824 39,773 74,014 8,220 8,969 21,786 25,151	1.63 1.55 2.88 .32 .35 .84	1,083 864 1,387 153 264 401 590	2.88 2.30 3.69 .41 .70 1.07 1.57	13,731 12,982 18,466 3,036 2,801 8,482 6,679	2.20 2.08 2.96 .47 .45 1.36 1.07	42,768 37,670 81,319 7,772 8,618 22,442 23,093	1.60 1.41 3.04 .29 .32 .84 .87
West North Central	4,280,000	9.31	219,737	8.55	4,742	12.62	66,177	10.59	223,682	8.37
Delaware Maryland District of Columbia Virginia West Virginia North Caroline South Caroline Georgia Florida	106,000 704,000 163,000 890,000 500,000 1,150,000 932,500 1,120,000	1.53 .35 1.93 1.09 2.50 1.20 2.03 2.44	6,748 32,652 29,225 41,865 29,431 57,186 26,065 59,358 61,945	.26 1.27 1.14 1.63 1.15 2.23 1.01 2.31 2.41	118 510 481 175 194 212 47 409 312	.31 1.36 1.28 .47 .52 .56 .12 1.09	1,487 4,187 8,480 3,750 7,134 3,406 1,547 5,172 6,038	.24 .67 1.36 .60 1.15 .54 .25 .83	7,036 36,534 40,981 41,642 30,644 54,997 29,986 60,359 84,090	.26 1.37 1.53 1.56 1.15 2.06 1.12 2.26 3.14
South Atlantic	6,117,500	13.30	344,475	13.41	2,458	6.54	41,201	6.60	386,269	14.45
Kentucky. Tennessee Alabama Mississippi.	743,000 921,000 776,000 500,000	1.61 2.00 1.69 1.09	32,307 57,144 44,259 19,810	1.26 2.23 1.72 .77	172 320 63 41	.46 .85 .17	5,186 7,504 3,316 1,316	.83 1.20 .53 .21	36,423 53,233 41,343 24,500	1.36 1.99 1.54 .92
East South Central	2,940,000	6.39	153,520	5.98	596	1.59	17,322	2.77	155,499	5.81
Arkansas Louisiana Oklahoma Texas	477,500 745,000 665,000 2,370,000	1.04 1.62 1.45 5.15	20,289 47,510 28,388 148,782	.79 1.85 1.11 5.79	76 251 479 1,960	.20 .67 1.27 5.22	1,456 5,402 4,229 16,513	.23 .87 .68 2.64	27,126 43,987 34,111 138,367	1.01 1.65 1.28 5.17
West South Central	4,257,500	9.26	244,969	9.54	2,766	7.36	27,600	4.42	243,591	9.11
Montans Idaho Wyomins Coloredo New Mexico Arizona Utah Nevade	182,500 90,000 435,000 183,500 235,000 205,000	.39 .40 .20 .94 .40 .51 .44	8,792 8,377 3,370 27,961 11,056 17,714 12,281 5,623	.34 .33 .13 1.09 .43 .69 .48	255 598 32 439 184 147 854 202	.68 1.59 .08 1.17 .49 .39 2.27	3,764 3,094 1,162 6,199 1,816 1,152 3,621	.60 .50 .19 .99 .29 .18 .58	8,354 7,218 3,054 25,122 8,551 15,849 9,814 4,533	.31 .27 .11 .94 .32 .59 .37
Mountain		3.42	95,174	3.71	2,711	7.21	21,773	3.49	82,495	3.08
Washington. Oregon. California.	491,000	1.72 1.07 8.55	47,688 30,052 246,824	1,86 1,17 9,61	793 354 2,373	2.11 .94 6.32	29,773 18,540 53,908	4.77 2.97 8.63	33,490 23,030 231,103	1.25 .86 8.65
Pacific	(Here	11.34	324,564	12.64	3,520	9.37	102,221	16.37	287,623	10.76
UNITED STATES	46,000,000	100%	2,568,374	100%	37,581	100%	624,552	100%	2,673,722	100%

Prepared by Market Analysis Department of Electrical Merchandising, on Basis of Figures Compiled by Edison Electric Institute, the National Electrical Manufacturers' Association, the American Home Laundry Manufacturers' Association,

IS DIVIDED

		Radio Shipme		Televisi Shipme		Water He Shipmer	e nts*	Range Shipmer	r nts*	Freeze
STATE	% of U. S. Total	First 7 Months 1955	% of U. S. Total	First 8 Months 1955	% of U. S. Total	First 9 Months 1955	% of U. S. Total	First 9 Months 1955	% of U. S. Total	First 9 Months 1955
Meine New Hampshire Vermont Massachusetts Rhode Island Connecticut	.57 3.46 .86	23,833 19,259 16,967 103,525 25,773 44,411	.74 .36 .30 2.78 .46 1.35	30,619 14,763 12,318 114,698 19,171 55,508	.79 .36 .25 2.03 .30 1.41	2,821 1,279 887 7,255 1,097 5,030	.50 .38 .15 2.95 .78 2.19	4,905 3,727 1,505 28,883 7,689 21,445	.41 .14 .12 .75 .11	1,556 510 450 2,807 423 3,879
New England		233,768	5.99	247,077	5.14	18,369	6.95	68,154	2.56	9,625
New York New Jersey Pennsylvania	5.58	447,518 166,966 213,620	9.79 3.18 6.27	404,250 131,364 258,647	4.66 1.74 6.62	16,635 6,207 23,673	5.57 1.89 6.29	54,526 18,538 61,667	4.04 1.64 6.17	15,173 6,144 23,174
Middle Atlantic	27.68	828,104	19.24	794,261	13.02	46,515	13.75	134,731	11.85	44,491
Ohio Indiane Illinois Michigan Wisconsin	2.07 7.01 4.87	178,040 61,977 209,773 145,740 62,014	5.26 2.63 5.46 4.09 2.14	217,024 108,790 225,409 168,754 88,305	5.45 4.41 2.51 4.05 3.05	19,471 15,748 8,985 14,460 10,911	6.23 2.80 3.07 5.73 2.34	61,004 27,387 30,131 56,165 22,979	5.84 3.53 4.22 3.31 2.22	21,934 13,242 15,831 12,430 8,327
East North Central	21.98	657,544	19.58	808,282	19.47	69,575	20.17	197,666	19.12	71,764
. Minnesote Jowe Missouri North Dakote South Dakote Nebraste Kansas	1.08 1.99 .28 .32	44,069 32,241 59,544 8,474 9,498 21,011 27,995	1.68 1.40 2.65 .31 .33 .81 1.29	69,291 57,841 109,306 12,666 13,700 33,638 53,054	1.78 2.04 1.91 .67 .69 .71	6,350 7,297 6,813 2,403 2,458 2,540 793	1.58 1.28 2.10 .53 .44 1.02 1.03	15,524 12,507 20,612 5,244 4,288 10,010 10,083	2.65 2.90 3.55 1.14 1.19 1.87 1.44	9,958 10,891 13,323 4,300 4,460 7,010 5,406
West North Central	6.78	202,832	8.47	349,496	8.02	28,654	7.98	78,268	14.74	55,348
Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida	1.76 1.18 1.56 .54 1.56 .86 1.78	11,215 52,619 35,366 46,535 16,023 46,959 25,820 53,102 64,515	.22 1.42 1.00 1.81 1.08 2.62 1.51 2.26 3.46	9,214 58,501 41,295 74,779 44,396 108,281 62,200 93,462 142,577	.38 1.48 .67 3.92 1.32 10.25 3.88 2.88 7.72	1,356 5,279 2,399 14,001 4,730 36,646 13,850 10,294 27,592	.31 .92 .98 2.53 1.49 4.68 2.28 3.17 5.24	3,001 9,049 9,590 24,768 14,560 45,891 22,332 31,115 51,372	.24 1.24 1.28 2.03 1.33 3.57 2.07 4.10 2.59	895 4,654 4,806 7,611 5,007 13,391 7,781 15,398 9,705
South Atlantic	11.77	352,154	15.38	634,705	32.50	116,147	21.60	211,678	18.45	69,248
Kentucky Tennessee Alabama Mississippi	1.32 1.14 1.12 .56	39,574 34,098 33,503 16,675	1.65 2.01 1.81 .94	68,022 83,021 74,858 38,603	1.23 2.80 1.83 .31	4,398 9,984 6,550 1,109	1.68 3.88 2.52 .72	16,430 38,042 24,672 7,079	1,93 3,30 3,03 2,44	7,260 12,372 11,380 9,152
East South Central	4.14	123,850	6.41	264,504	6.17	22,041	8.80	86,223	10.70	40,164
Arkensa Louisiana Oklahome Texa	.50 1.27 .78 4.06	14,995 37,914 23,267 121,437	1.17 2.27 1.48 5.85	48,121 93,826 61,268 241,425	.15 .27 .12 1.54	537 956 435 5,491	.39 .52 .63 3.27	3,790 5,104 6,218 32,026	1.84 3.08 1.13 6.21	6,918 11,560 4,234 23,320
West South Central	6.61	197,613	10.77	444,640	2.08	7,419	4.81	47,138	12.26	46,032
Montanu Ideho Wyomin Colorade New Mexico Arizon Utal Nevad	.29 .21 .13 .65 .39 .48 .27	8,769 6,163 3,894 19,315 11,740 14,501 8,002 5,358	.27 .40 .10 .73 .05 .54 .37	11,195 16,575 3,893 30,183 2,223 22,438 15,092 5,579	.51 1.01 .06 .60 .17 .16 .73	1,830 3,607 213 2,124 622 564 2,605 2,149	.63 .76 .18 1.24 .35 .26 .89	6,224 7,428 1,820 12,137 3,406 2,542 8,715 2,929	.64 .57 .23 1.11 .52 .25 .39 .13	2,402 2,138 873 4,147 1,956 939 1,452 499
Mountain	2.60	77,742	2.60	107,178	3.84	13,714	4.61	45,201	3.84	14,406
	1.29 .69 8.64	38,425 20,732 258,543	1.73 1.23 8.60	71,571 50,524 355,011	4.53 2.61 2.62	16,177 9,332 9,375	3.77 2.57 4.99	36,919 25,192 48,897	1.50 1.48 3.50	5,615 5,571 13,151
Pacific	10.62	317,700	11.56	477,106	9.76	34,884	11.33	111,008	6.48	24,337
UNITED STATES	100%	2,991,307	100%	4,127,249	100%	357,318	100%	980,067	100%	375,415

and Radio-Electronics-Television Manufacturers' Association. *The state sales figures represent the volume of only those manufacturers reporting on a state basis. They do not represent Industry, nor even full association figures.

Electric Customers DOMESTIC AND FARM



STATE	Residential & Rural Electric Customers Jan. 1, 1956	Urban Electric Customers Jan. 1, 1956	Rural Non-Farm Electric Customers Jan. 1, 1956	Farm Electric Customers Jan. 1, 1956
Maine	292,000	150,947	119,083	*21,970
New Hampshire	189,300	100,032	79,108	*10,160
Vermont	109,700	40,566	53,554	°15,580
Massachusetts	1,440,000	1,193,704	229,236	*17,060
Connecticut	244,000 677,000	202,814 523,414	39,236 140,986	* 1,950 *12,600
New England	2,952,000	2,211,477	661,203	*79,320
New York	4,460,000	3,815,423	541,077	103,500
New Jersey	1,618,000	1,379,318	216,192	*22,490
Pennsylvania	2,957,000	2,159,696	673,064	124,240
Middle Atlantic	9,035,000	7,354,437	1,430,333	250,230
Ohio	2,550,000	1,879,778	498,482	171,740
Indiana	1,282,500	817,240	316,870	148,390
Illinois	2,597,500	2,067,732	360,608	169,160
Michigan	2,095,000	1,489,970	468,970	136,060
Wisconsin	1,100,000	670,480	280,960	*148,560
East North Central	9,625,000	6,925,200	1,925,890	773,910
Minnesota	909,000	525,277	227,593	*156,130
lowa	795,000	403,584	203,036	*188,380
Missouri	1,200,000	796,987	214,418	188,595
North Dakota	162,500 184,000	49,826 72,083	60,384 57,797	*52,290 *54,120
Nebraska	404,500	205,202	105,898	*93,400
Kensas	625,000	355,132	160,898	*108,970
West North Central	4,280,000	2,408,091	1,030,024	841,885
Delaware	106,000	69,397	30,613	5,990
Maryland	704,000	692,652	144,188	30,160
District of Columbia	163,000	1	1	
Virginia	890,000	503,287 212,515	261,703	125,010
North Carolina	1,150,000	489,045	224,220 410,265	63,265 250,690
South Carolina	552,000	263,215	179,685	109,100
Georgia	932,500	517,467	262,673	152,360
Florida	1,120,000	806,528	263,422	50,050
South Atlantic	6,117,500	2,554,106	1,776,769	786,625
Kentucky	743,000	353,327	216,188	173,485
Tennessee	921,000	500,981	231,769	*188,250
Alabama	776,000	422,695	198,185	155,120
Mississippi	500,000	190,243	126,407	183,350
East South Central	2,940,000	1,467,246	772,549	700,205
Arkansas	477,500	210,594	132,226	*134,680
Louisiana	745,000	476,827	166,753	101,420
Oklahoma	665,000	399,423	157,497	*108,080
Texas	2,370,000	1,626,156	473,194	*270,650
West South Central	4,257,500	2,713,000	929,670	614,830
Montana	179,000	88,072	62,918	*28,010
Idaho	182,500	86,788	58,172	*37,540
Wyoming		52,909	27,451	*9,640
Colorado		294,787	107,763	*32,450
New Mexico	183,500 235,000	117,320	49,210 74,477	*16,970 8,420
Utah		137,006	45,864	*22,130
Nevada		38,847	23,093	*2,060
	1,575,000	968,832	448,948	157,220
Mountain				
	791.000	525.563	201.357	*64.080
Mountain		525,563 283,512	201,357 154,548	*64,080 *52,940
Washington	491,000			
Washington	491,000 3,936,000	283,512	154,548	*52,940

Totals estimated by Edison Electric Institute on basis of 8 months 1935 customer data. Farm figures for 27 states marked with asterials based on estimated REA data as of June 30, 1955, remaining farm estimates are 1954 Census of Agriculture figures. The Urban customers are rural non-farm customers follow ratios established in 1950 Housing Census. This term "Description Customers" and this tabulation issued periodically, is presented in preference to the Census figures on Occupied Dwelling Units Using Electricity because it maintains a continued yearly base for state as well as national market computation. These figures are used throughout all ELECTRICAL MERCHAN-DISING calculations on estimations, assuration.

	REFRIGER-		DANIGE		HING HINES	VACUUM
	ATORS	FREEZERS	RANGES	AUTO- MATIC	CONVEN- TIONAL	CLEANERS
1955 Units Dollars 7 MOS.	194,391 31,806,549	32,139 6,517,154	17,613 2,201,291	23,322 3,593,564	24,558 2,117,273	35,259 1,318,684
1954 Units	289,651	31,978	24,528	36,945	42,567	50,121
Dollars	47,956,193	6,903,035	3,179,152	6,072,069	3,735,700	1,807,831
1953 Unita	363,411	40,193	22,005	25,060	55,327	55,689
Dollars	59,998,677	8,971,394	3,012,739	4,131,676	4,622,977	2,207,613
1952 Units	373,626	21,776	15,383	34,816	25,842	26,27
Dollars	60,810,193	4,921,315	2,159,530	5,013,178	2,341,359	1,160,72
1951 Units	343,622	33,734	13,208	27,230	35,210	18,089
Dollars	55,005,023	5,635,234	1,859,652	2,585,510	5,007,182	
1950 Units	199,558	*********	5,841	25,548	27,034	19,966
Dollars	29,736,971		769,360	2,212,596	3,799,508	691,900
1949 Units	166,242	********	6,496	27,092	29,795	27,84
Dollars	26,814,489		978,796	2,279,458	3,709,464	841,61
1948 Units Dollars	271,353 41,469,892		13,469 1,955,840		0,594 → 08,072 →	51,51 2,161,64
1947 Units Dollars	273,624 39,628,246	*********	15,508 1,767,755		8,821 > 34,534 >	74,22 2,799,20
1946 Units Dollars	102,798 11,639,487	*********	4,663 451,263		00,304 → 52,329→	14,12 488,74
Total Units	2,578,276	159,820	138,714		50,065→	373,09
Dollars	404,865,720	32,948,132	18,335,378		56,449→	14,166,71

	SEWING MACHINES	IRONS	RADIO & TELE- VISION	MIXERS	WATER HEATERS	CLOCKS
1955 Units	40,063	84,185	244,535	79,142	12,759	112,712
Dollars 7 MOS.	2,468,989	507,793	10,102,038	1,342,261	699,329	572,486
1954 Units	39,465	168,660	444,776	164,808	19,919	169,736
Dollars	2,522,578	1,066,790	25,726,295	2,704,321	1,105,388	884,068
1953 Units	41,978	155,242	512,549	203,475	19,274	217,088
Dollars	2,419,678	933,641	33,482,880	3,014,913	1,027,592	1,106,109
1952 Units	57,300	158,475	514,492	134,777	13,691	174,818
Dollars	3,438,284	888,413	27,005,616	2,175,009	753,222	868,130
1951 Units	93,193	206,725	304,968	138,354	9,808	241,544
Dollars	6,185,333	1,154,835	22,897,066	2,423,481	613,391	960,612
1950 Units	50,829	241,471	422,958	94,736	5,803	315,303
Dollars	2,844,209	1,095,984	15,830,662	1,403,925	319,947	1,094,432
1949 Units	47,016	243,727	523,898	94,267	5,067	259,840
Dollars	2,945,234	1,027,889	17,075,828	1,583,162	334,560	899,328
1948 Units	58,902	354,964	710,490	********		192,831
Dollars	3,854,363	1,580,783	28,132,276	********	********	791,928
1947 Units	86,999	563,947	1,520,818	********	********	410,673
Dollars	5,971,388	2,927,886	53,537,043	********	********	1,623,013
1946 Units	38,565	286,454	832,377	*********		140,134
Dollars	2,117,089	1,331,820	23,232,973	********	********	495,134
Total Units	554,310	2,463,850	6,031,861	909,559	86,321	2,234,679
Dollars	33,767,145	12,515,834	257,022,677	14,647,072	4,853,429	9,295,246

EXPORTS OF APPLIANCES RADIO AND TELEVISION



	1955		195	4	195	3	195	2	1951	
Rep	ecements	Trade- ins	Replacements	Trade- Ins	Replacements	Trade- Ins	Replacements	Trade- ins	Replacements	Trade- Ins
Freezers	12.6	6.7	9.0	5.5	15.7	4.2	7.0	3.2	10.2	4.3
Refrigerators	72.1	45.3	69.9	49.0	74.6	47.0	73.4	59.3	72.8	37.4
Ranges	63.6	35.1	53.3	40.8	44.1	27.8	44.2	30.0	35.0	22.2
Washers	71.3	47.7	67.0	49.0	71.6	54.5	73.0	62.3	66.3	47.0
Ironers	12.7	1.9	6.9	2.6	12.8	2.2	13.2	2.0	9.7	3.3
Vacuum Cleaners	64.1	27.7	58.9	32.7	72.1	26.7	69.4	30.0	67.6	38.0
Water Heaters	51.1	7.5	49.3	10.2	37.2	6.0	18.9	7.9	20.5	5.2
Television	38.8	24.5	40.3	22.7	26.1	17.6	35.5	12.3	12.3	10.0
Dishwashers	5.9	2.5	5.0	1.2	-	_	-	411	_	_
Room Air Cond'rs.	2.4	0.9	2.0	0.5	-	-	-	-	_	_
Dryers, Clothes	8.3	4.4	12.9	3.1	-	-	-	-	-	-
	2				1					

(Figures in percentages of total retail volume)

The Replacement Market Is Still Growing

Replies by 307 dealers to annual survey show old-line appliances deeper than ever in a replacement market, but a decline in the percentage traded in reflects changes in the marketing pattern

THEN the country is riding a prosperity wave and people have money and the inclination to spend it appliance dealers don't have to accept so many trade-ins per every 100 appliances sales as they

do in leaner years.

That's the most outstanding single conclusion to be drawn from EM's tenth annual Replacement and Trade In Survey. It is apparent in the fact that during 1955, one of the best selling years since World War II, a higher ratio of many appliance sales went to people who already owned these appliances—but fewer of them turned in their old units for the trade-

Last year this article was titled, "You're Selling in a Replacement Market." If that was true then it is even

more true now, despite the decline of the trade-in ratio for several appliances. A replacement sale, of course, is simply a sale of, say, a refrigerator, to a consumer who already owns one. It may or may not involve a trade-in. The customer may decide to keep the old appliance for use in a game room or summer cottage, may sell it or give it away privately or may just dump it out.

The evidence of this year's survey is that a smaller percentage of new appliance buyers elected to trade-in their old units or were unable to because an immeasurable but undoubtedly substantial number of them bought from discount houses or discounting dealers who did not want to be bothered with trade-ins at all.

Theoretically, replacement sales

should increase each year as appliances grow in acceptance and there are more of them to be replaced. However, this doesn't always follow the presumably logical pattern. Freezers, for example, had a replacement ratio of 10.2 percent in 1951, but dropped back to seven percent in 1952. And even in the latest year of 1955 a replacement ratio of 12.6 percent, as reported by 189 dealers, was still less than the 15.7 percent figure of 1953. Therefore, any use of the replacement figures should be based on long-term trends rather than on changes in any one year.

The Survey Base

This year's survey went to 2,000 retailers all over the country. Replies were received from 307 or 15.4 per-

cent-a response which does credit to the many dealers who were willing to take the time to make all the difficult computations necessary to the answers. To establish a base for subsequent questions these dealers were first asked what appliances they sold. Their an-swers, shown in Table 1, indicate again that the traditional bread-and-butter appliances still figure importantly in dealer inventories. However, with the exception of air conditioners and television, all of the appliances on the list were handled by a smaller percentage of the responding dealers than were carried by the group answering last year's survey. The reason for last year's survey. The reason for this change might be attributed to the difference in the two surveyed groups. Or it might conceivably mean that "appliance" dealers have

in value.

broadened their merchandise base to a degree that makes appliances less obligatory in their inventories. Any definitive explanation of the change would have to depend on further research and is impossible here. Nevertheless, it's impossible to ignore the startling fact that 89.5 percent of the responding dealers sold refrigerators in 1954 and only 78.2 percent of a similar group sold them in 1955, or that 90.3 percent of the respondents sold washers in 1954 and only 79.2 percent sold them in 1955.

Sales Per Dealer Increased

Despite any statistical decline in the number of dealers selling appliances, it's obvious from Table 2 that unit sales during the first eight months reflect the industry's prosperity. Reporting dealers each sold 42 refrigerators in 1954; in 1955 the figure was 44. Air conditioner sales jumped from an average of 17 per dealer to 26—and so on right down the list. (These figures exclude the replies of some big volume dealers who sold so much merchandise that an inclusion of their figures would distort the averages. These dealers sold as many as 1,100 refrigerators, 3,450 air conditioners, 1,200 washers, and 2,500 TV sets in the eight-month period.)

The trade-in percentages shown in the opening table, The Replacement Market Is Still Growing, and in Table 4 are surprising because dealers expressed themselves as more willing to accept trade-ins in 1955 than they were in 1954. As the table below shows, a higher percentage of dealers responding to this year's survey handle trade-ins than of the group reporting

Percent of Dealers Handling Trade-Ins

	1955	1954
Refrigerators	81.7%	79.9%
Freezers	26.3	15.3
Air Conditioners	11.5	4.7
Ranges	73.3	72.1
Water Heaters	20.6	26.1
Washers	74.5	77.2
Ironers	5.9	7.4
Dryers	16.0	10.9
Vacuum Cleaners	55.3	51.5
Dishwashers	11.8	4.5
Television	71.5	54.7

While the two reporting groups are not statistically comparable, it is interesting to note that those newer items of merchandise which are rapidly increasing in acceptance-freezers, air conditioners, dryers, dishwashers, and television-show the most marked increases in the number of dealers handling them as trade-ins. And this logical increase is reflected in the increase in the actual percentage of trade-ins accepted. Unlike refrigerators, washers, ranges, and other old appliances, which showed a decrease in the proportion of trade-ins accepted in 1955, more of these newer appliances were accepted in trade. Trade-ins were accepted in trade. Trade-ins were involved in 5.5 percent of freezer sales in 1954, 6.7 percent in 1955; dishwashers jumped from 1.2 percent in 1954 to 2.5 percent in 1955; and air conditioners moved up from 0.5 in 1954 to 0.9 in 1955.

Most of these newer appliances have been selling in quantity long enough now for original owners to be replacing them with improved models. But, unlike water heaters which are fit only for the junk pile when they are finally traded, many of these newer items can be resold as used appliances.

A look at the figures in Table 5 shows, for example, that dealers junked only 7.4 percent of the freezers taken in trade while throwing out 28.7 percent of the refrigerators. Dryers had a junking rate of only 7.8 percent; television 16.5 percent, and dishwashers (one of the hardest-used appliances), 59.1 percent.

More Trade-in Junking

Almost all of the older, mass-acceptance appliances had much higher junking rates. This, says a dealer in a recent letter to this magazine, is because, "We are now in an era that almost automatically adds four or five years to the age of trade-ins. Due to the war years you almost automatically go from an appliance age of eight or nine years to 10 or 15. The pre-war babies are really junk. Our trades at present in refrigerators are 85 percent unsaleable because of their age. We must junk them even if they run. Many people are even ashamed to ask to trade in some of these old clunkers. . . I think this will change in two or three years when we start to trade post-war boxes."

Some of the newer appliances rate high in their resaleability without reconditioning. For example, 50.9 percent of freezer trades and 42.9 percent of air conditioner trades are resold as-is.

The figures in Table 5 which show the percent of trades left in the dealer's hands compare very closely to last year's survey, with two exceptions. Last year dealers reported that they had 20 percent of their freezer trades still in stock. This year the figure dropped to 12.1 percent. Last year 60 percent of the traded dishwashers were still taking up space in the back room. This year the figure is 27.3 percent.

The tables in this survey can be useful to a dealer in predicting the course of his own trade-in business and in budgeting his costs. For example, if he is an average merchant he will note that for every 100 refrigerators he sells he will take 45 in trade (Table 4). Of these 45 he will have to junk about 13 (Table 5). If he allowed an average of \$30 each that means a loss of \$390 (\$30 times 13). Nearly another 13 units will be rebuilt and resold. If he gets an average of \$90 for these he will realize a gross of \$1,170. About 14 more will be resold as is—perhaps a volume of \$1260. And when he gets through he'll have five left on his hands—a liability of perhaps \$150.

haps \$150.

On the basis of these rough computations it's easy to see that a well operated dealership can make money on trade-ins. And a dealer might as well, because the replacement market keeps growing and trade-ins are an inevitable part of a replacement market.

TABLE 1 Wha	t Dealer	s Sell	CTABLE	7 N	umber !	old
	lumber of Irs. Selling	% of 307 Bealers		o. Dirs. porting is Figures	Total Units Sold, Jan Aug. 1955	Average Units Sold Per Bealer
Electric Refrigerators	240	78.2	Refrigerators	238	10,369	. 44
Electric Freezers	209	68.1	Freezers	209	1,970	9
Room Air Conditioner	1 209	68.1	Room Air			
Electric Ranges	236	76.9	Conditioners	207	5,370	26
Electric Water Heaters	189	61.6	Ranges	235	5,623	24
Electric Washers	243	79.2	Water Heaters	188	1,955	10
Electric Ironers	101	33.0	Washers	241	9,065	38
Electric & Gas Dryers	213	69.4	Ironers	101	474	5
Electric Vacuum			Clothes Dryers	202	2,984	14
Cleaners	206	67.1	Vacuum		ONE)	
Electric Dishwashers	119	38.8	Cleaners	202	3,055	15
Television	242	78.8	Dishwashers	119	894	7
			Television	239	14,550	61

No. Deale Reporting		Total Units Sold		(Sales es without)	REPLACEMENT Sales (to hames with)		
217	Refrigerators	9,669	2,698	(27.9%)	6,971	(72.1%)	
189	Freezers	1,791	1,566	(87.4%)	225	(12.6%)	
178	Room Air Cond'rs.	5,069	4,946	(97.6%)	123	(2.4%)	
220	Ranges	5,283	1,925	(36.4%)	3,358	(63.6%)	
165	Water Heaters	1,670	817	(48.9%)	853	(51.1%)	
223	Washers	8,664	2,484	(28.7%)	6,180	(71.3%)	
89	Ironers	434	479	(87.3%)	55	(12.7%)	
184	Clothes Dryers	2,761	2,533	(91.7%)	228	(8.3%)	
181	Vacuum Cleaners	2,834	1,016	(35.9%)	1,818	(64.1%)	
106	Dishwashers	631	594	(94.1%)	37	(5.9%)	
217	Television	13,327	8,156	(61.2%)	5,171	(38.8%)	

		Trade-In	Volume	8.58			
Number Dealers Reporting		Trade-ins versus Total Volume JanAug. 19: Total Units Number Trade-ins % Tradi Seld Accepted To Unit					
223	Refrigerators	9,570	4,339	45.3%			
200	Freezers	1,803	120	6.7%			
206	Room Air Conditioners	5,362	49	.9%			
213	Ranges	4,909	1,723	35.1%			
183	Water Heaters	1,839	138	7.5%			
226	Washers	8,388	3,997	47.7%			
101	Ironers	474	9	1.9%			
211	Clothes Dryers	2,959	130	4.4%			
195	Vacuum Cleaners	2,887	799	27.7%			
119	Dishwashers	894	22	2.5%			
224	Television	13,369	3,276	24.5%			

		What D	ealers Di	d With.]	rade-Ins	
No. Dea Handlin Trade-l	IE .	Number of Trade-ins Accepted	Junked	Disposition of Rebuilt & Resold	Trade-ins Resold As-is	On Hand
170	Refrigerators	4,143 (100%)	1,190 (28.7%)	1,185 (28.6%)	(30.5%)	504 (12.2%)
46	Freezers	108 (100%)	8 (7.4%)	32 (29.6%)	55 (50.9%)	13 (12.1%)
22	Room Air Conditioners	49 (100%)	_	16 (32.6%)	21 (42.9%)	12 (24.5%)
147	Ranges	1,572 (100%)	537 (34.2%)	425 (27.0%)	386 (24.6%)	224 (14.2%)
34	Water Heaters	135	114 (84.4%)	(6.7%)	(6.7%)	3 (2.2%)
155	Washers	3,810 (100%)	1,594 (41.8%)	921 (24.2%)	783	512 (13.4%)
6	Ironers	9 (100%)	(44.5%)	(22.2%)	(22.2%)	(11.1%)
31	Clothes Dryers	102 (100%)	8 (7.8%)	38 (37.2%)	(27.5%)	28 (27.5%)
103	Vacuum Cleaners	789 (100%)	(56.3%)	187 (23.7%)	97 (12.3%)	61 (7.7%)
14	Dishwashers	(100%)	(59.1%)	(9.1%)	1 (4.5%)	6 (27.3%)
150	Television	3,131	516 (16.5%)	1,719	441 (14.1%)	455 (14.5%)

Farm Electric Purchases Estimated at \$24-Billion in **Next 20 Years**



PURCHASES of electric appliances and equipment by farmers during the period 1956-1975 are estimated at \$24 billion, or an average of \$5,300 per farm, the U. S. Department of Agriculture announced recently. The estimates are from a rural market study that the Rural Electrification Administration has just completed. The study contains estimates for the total number of U. S. farms, whether served by REA borrowers or other utilities.

During the next five years the purchases are expected to amount to about \$5.3 billion and during the next 10 years to about \$11.3 billion. This would be an average expenditure per farm of about \$1,100 for the 1956-1960 period and approximately \$1,300 for the 1961-1965 period.

The study is based on previous estimates that

the power requirements of REA-financed systems will nearly double by 1965 and triple by 1975. It assumes there will be no drastic changes in income, prices and technology and that the number of farms based on Census definitions will decline by 15 percent in the next 20 years.

Expenditures for 27 items are estimated in the study. Lights and house wiring will be the best sellers. For these the farmer will spend a little over \$1 billion in the next five years. Refrigerators are second with estimated purchases of \$535 million. For the same period television receivers are third with \$472 million. Washing machines are fourth, \$439 million. Plumbing and related facilities come next, \$394 million. Home freezers are sixth, \$363 million. In seventh place is the electric range, \$213 million.

Milk coolers and water pumps will be the best sellers in the farm equipment field. For each sellers in the farm equipment field. For each of these, expenditures of \$124 million are anticipated. They are followed by milking machines, \$77 million; drill presses, \$33 million; fractional horsepower motors, \$29 million; livestock watering equipment, \$26 million; power saws, \$21 million; feed grinders, \$19 million; chick brooders, \$16 million; and tool grinders, \$15 million.

California offers the top market for the appliances and equipment. Sales in that state in the poet five years are expected to reach \$297 million.

Tennessee is second, \$284 million. Iowa comes third with \$278 million. Ohio is fourth, \$270 million, and Wisconsin fifth, \$241 million. These are iollowed by Minnesota, North Carolina, Washington, Illinois and Indiana.

ESTIMATED TOTAL U.S. FARM PURCHASES OF ELECTRICAL EQUIPMENT

By Major Items of Equipment and by Periods, 1956-1975 (Totals in Millions of Dollars)

Major Equipment	Initial	1956-1960 Replacement	Total	Initial	1961-1965 Roplacement	Total	Initial	1966-1970 Replacement	Total	Initial	1971-1975 Replacement	Total
Air Conditioners	81	21	102	79	66	145	75	92	167	75	117	192
Brooders, Chick	4	12	16	4	13	17	3	14	17	2	15	17
Dishwashers	37	26	63	36	46	82	39	65	104	39	85	124
Drill Pressos	18	15	33	18	18	36	15	21	36	15	24	39
Dryers, Clothes	55	23	78	514	63	117	40	87	127	40	107	147
Feed Grinders	5	14	19	5	15	20	4	17	21	4	18	22
Freezers, Home	144	219	363	142	357	499	124	410	534	124	460	584
Heating, Primary	17	3	20	17	9	26	24	16	40	24	24	48
Heating, Supplemental	3	10	13	3	11	14	3	12	15	3	13	16
Irons	-	52	52	-	50	50	-	49	49	-	47	47
Lights & Wiring, House	441	575	1,016	435	679	1,114	375	764	1,139	375	843	1,218
Livestock Watering	8	18	26	8	19	27	6	21	27	6	22	28
Milk Coolers	27	97	124	27	113	140	23	125	148	23	137	160
Milking Machines	23	54	77	23	60	83	19	65	84	19	69	88
Motors, Fractional H.P.	12	17	29	12	20	32	11	23	34	11	25	36
Power Saws	12	9	21	11	12	23	11	13	24	11	15	26
Radios	-	105	105	-	102	102	400	98	98	***	95	95
Ranges	42	171	213	41	191	232	34	207	241	34	221	255
Refrigerators	-	535	535	-	523	523		509	509	-	494	494
Television Receivers	156	316	472	154	425	579	67	494	561	67	536	603
Tool Grinders	7	8	15	7	10	17	7	11	18	7	13	20
Vacuum Cleaners	20	88	108	20	96	116	16	102	118	16	108	124
Water Heaters, Dairy	8	2	10	8	6	14	9	9	18	9	12	21
Water Heaters, House	21	80	101	21	90	111	20	99	119	20	107	127
Water Pumps	26	98	124	26	104	130	26	109	135	26	114	140
Washing Machines	200	439	439	-	437	437	_	431	431	-	423	423
Total Listed	1,167	3,007	4,174	1,151	3,535	4,686	951	3,863	4,814	950	4,144	5,094
Other Appliances and Equipment	449	323	772	442	500	942	301	630	931	302	735	1,037
Total Electrical	1,616	3,330	4,946	1,593	4,035	5,628	1,252	4,493	5,745	1,252	4,879	6,131
Per Farm	335	690	1,025	340	865	1,205	285	1 020	1,305	285	1,110	1,395
Plumbing & Facilities	105	289	394	103	308	411	98	322	420	98	337	435
Per Farm	20	60	80	20	65	85	20	75	95	20	75	95
Grand Total	1,721	3,619	5,340	1,696	4,343	6,039	1,350	4,815	6,165	1,350	5,216	6,566
Per Farm	355	750	1,105	360	930	1,290	305	1,095	1,400	305	1,185	1,490

TABLE 1	1954 Re	evised	1955 Est	timated	1956 Estimated		
Industry Lamp Sales, 1954-1956	Quantity (000)	\$ Value (000)	Quantity (000)	\$ Value (000)	Quantity (000)	\$ Value (000)	
Fluorescent	86,168	131,000	95,700	152,000	102,000	165,000	
Large Incandescent	1,003,600	286,000	1,025,000	330,000	1,098,000	356,000	
Photo	454,000	73,500	500,000	78,000	530,000	80,000	
Miniature (Incl. "L")	377,300	118,800	470,000	156,000	476,000	165,000	
Christmas	323,000	32,400	360,000	35,500	375,000	37,000	
Total	2,244,068	\$641,700	2,450,700	\$751,500	2,581,000	\$803,000	

Best Lighting Year Yet

Lamp sales' steady growth pushes dollar volume to \$751.5-million. A further boost will come from trend toward more expensive lamp types, but the residential market still represents the biggest untapped potential

By N. BLEECKER GREEN

INETEEN Fifty Five was a good year for the lighting industry. The top year for the lamp business. Some 2.45 billion lamps were shipped by manufacturers to the marketplace for an estimated \$751.5 million retail value.

The figures in the chart above (table I) indicate that the steady growth of the lighting field is a stable thing. Each year has seen growth; the past year tops any other in the record books. Shipments are up 206 million units over the revised figures of 1954 and the estimated retail value tops last year by just under \$100 million. It is interesting to note that while unit movement went up some nine percent, the dollar volume (estimated and somewhat fictitious) rose seventeen percent.

This comparative rise on the dollar side can well be an indication of lamps moving in greater volume in higher price brackets. The lamp industry contends that it is upgrading the quality of lighting. This is borne out by the growing replacement market for

fluorescent, specialty and higher priced lamps.

Pass Billion Mark

The chart also shows other interesting factors when each of the specific categories is examined. Each gained ground during 1955, both in unit and dollar volume. But the key gain is in the large incandescent field. the second time in the history of lighting, this segment has passed the billion unit mark. A year ago the estimated large incandescent unit volume was pegged at 955 million for 1954. 1955 was estimated to be around 975 mil-But the revision of the 1954 totals now shows that the lamp industry actually shipped over one billion units during this year. This clearly shows the size of the growing market. It is the first such division or category to do so. For 1955 passed the billion mark by 25 million units and the forecast for 1956 shows signs of hitting 98 million above the billion goal.

The fluorescent field (top line in chart 1) is continuing to grow. It

moved up some 9.5 million units and brought \$21-million more in 1955 than in 1954. But the average number of fluorescents being used in the home still remains close to what it was in previous years. More homes are using the fluorescent lamps, but the average seems to be stabilized at present.

Many of the gains with fluorescent lamps are being made in the industrial field. It is estimated that in the future almost 90 percent of industrial lighting will be fluorescent. The home or residential market will never reach this stage (percentagewise). Nor should it. But it still has to be sold on an increased number of fluorescent lamps per home to increase the market for this one segment of the lamp field.

The photo lamp category increased both its unit and dollar volume in 1955. Shipments from manufacturers were up 46 million from the previous year and dollar volume rose \$4.5 million. While no radical changes are seen in the near future, the field is a constantly growing one. The trade estimates that in excess of 4 million small cameras (with flash attachments built-in or supplied) were shipped during the past year. It is this mass,

amateur market which sustains the photo flash lamp business.

While the drug store has been the main mass outlet for flash bulbs during recent years, there is a possible shift in distribution. The supermarket is gaining in its percentage of the market and will continue to do so in the future. Total sales for the flash field were down during the first of 1955, but the market recovered during the latter half. Overshipment during 1953 backed up into 1955 and may have been one of the causes. Changes in marketing, such as selling to dealers instead of open consignment, have undoubtedly had some effect on the photo lamp business.

The flash lamp market, which traditionally peaks during November and December of the year, hits its low spot during July and August. Film sales are just the opposite with summer peaks and winter lows. But the two industries (flash lamps and film) hope to see this even out in the far future. Greater use of the flash bulb outdoors for synchro-sunlight pictures may be one of the answers. It is still a long way off

way off.
(Continued on following page)

TABLE 2 How Are You Average Number All Homes **Fixed for Light?** Lamp Sockets 21.7 21.1 19.1 Live Lamps in Sockets 16.4 17.5 17.0 Lamps in Reserve 1.0 **Empty Sockets** 2.2 2.3 2.3 2.1 **Burned Out Lamps in Sockets** 0.4 0.4 0.4 0.4 **Burned Out or Empty Sockets** 2.7

Best Lighting Year Yet

(continued)

Miniature lamps did their part in swelling the total rise of business during 1955. Unit volume went up 92.7 million and dollar volume rose \$37.2 million. It is estimated that the dollar figures passed the \$150 million mark for the first time in 1955. This year shows a gain in both new installations and replacements. New uses and applications are growing constantly.

The surge of automation, which has long been here, is adding to much of the volume. One surprise was the introduction last year of the new auto headlamp. New installations by Detroit auto makers did not affect this market for the first nine months of 1955. During this time, a two-fold replacement market showed up. In addition to replacing burned out lamps (expected), the driving public was replacing operable headlamps with the newer, more efficient units. It was a plus business.

But other uses swell the growth of miniature lamps. Automobiles which once had five lamps now roll off the line with as many as 23 miniature lamps. Home use of miniatures, such as the indicator lamps on electric skillets, is typical of new uses in the large consumer market. Visual indicators, using light to show what is happening (as on automatic washers and dryers) is another field which has helped swell the total.

More Xmas Lights

Christmas lamps (last category in chart I) have also gained. This segment shipped 37 million more units in 1955 than in 1954. And the estimated dollar volume for 1955 was up \$3 mil-



INTERIOR of appliance retail outlet shows good use of shielded fixtures located in ceiling for overall illumination. Adjustable spots and floods give emphasis lighting on specific merchandise or grouped units. The emphasis lighting gives sparkle on chrome finishes and helps create brightness in featured areas.

lion over the previous year. The 1955 unit volume once again shows a considerable quantity of Japanese bulbs being imported into our domestic market. (An estimated 70 million Japanese Christmas lamps were imported in 1954.)

But the Christmas market presents some problems. And one of the greatest is that it is a short, intensified seasonal market. It comes and goes (at retail level) in a flash. It peaks at one very short period of the total year. Still it is estimated to be a \$100 million market (all types of Christmas lighting) and one not to be ignored.

How can the Christmas lighting

market be expanded? The lighting people think it will come from increased emphasis on the outdoor market. To sell more lamps you need more sockets. And since the strings sold by assembly manufacturers have pretty well stabilized in the number of sockets per unit (7 to 8 sockets is standard), other ways or approaches may help swell the market potential.

Some of the theory in going outside rests in the fact that it may be easier to increase business outdoors than indoors. General Electric's lamp division sponsored an outdoor Christmas lighting contest during the holiday season of 1954. The contests were offered through Chamber of Commerce organizations and other civic groups. About 1100 to 1200 of these contests were held. Some facts collected on certain phases of the contests are illuminating.

One survey shows that of 606 houses involved in lighting contests, 431 or 71 percent had some sort of outdoor lighting; 932 devices (such as artificial animals or Santa Clauses) were used (2½ per home). It showed that 19,393 lamps or 45 per home were used (all types) and that 273 floods or spots were used in the 606 hornes.

Other questions brought out similar points from the general field. The average contest home spent \$48 for its Christmas lighting. This average home had 161 lamps of all kinds. And with additions each season in Christmas lighting over a period of years, the average owners set their decorations as worth around \$210.

These people, many winners and admittedly interested enough to enter a contest, do give an indication of the market potential. The contests and the emphasis on outdoor lighting for the short, intensive Christmas market will be pushed even harder in the future. The summer season will see

promotion for garden and patio lighting. It is just beginning to open up.

Lamps and lighting, while broken down into size limitations from the manufacturing viewpoint, cross lines when marketed. Lighting is used by commercial, industrial and residential fields. And it is here that the true market begins to shape up.

Commercial Field Gains

The commercial field continues to grow in lighting, both in the flurry of new construction and the relighting of existing commercial structures. Many factors control this growth. But lighting today, particularly in the store or retailing field, has been recognized as a merchandising tool.

One of the best examples of this is the close attention paid to lighting by self service stores. Retailers in this field know the customers must not only be able to see the merchandise, but must identify it, judge it, and be swayed to purchase it on their own. It is here that lighting accentuates and creates the atmosphere which conditions buying preference.

The second fact in the commercial field (once again stores or retailing) is that lighting breaks down into two distinct characteristics. These are general or overall illumination and emphasis or spot lighting. The first gives the general illumination to the store as a whole. It shows the size and shape of the structure; it indicates access to merchandise. The appliance dealer today uses lighting, but is he doing it effectively? (See pictures.) And is he using it as a merchandising tool?

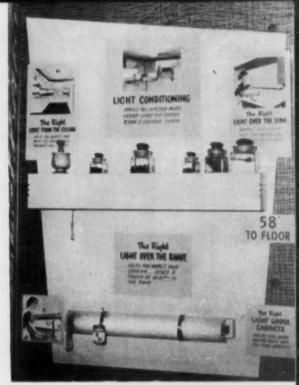
Despite the honest intentions of many dealers in all types of retailing today to want better lighting, getting it is another matter. To the few who own or build their own stores, lighting can be a worthwhile investment. But to the dealer who rents his store, the



MODERN STORE FRONT uses lighting to display entire area. Lighting to back wall area, plus screening of office space on right, helps give clean appearance. All wall areas are well lighted and no dark holes or spots show up.



KITCHEN LIGHTING can be sold as a package of related items. One large national chain sponsored a completely furnished home in the midwest this year. They merchandised the package lighting setup as shown in the home. Actual fixtures used in the model kitchen were grouped in a wall display in the store's lighting



department to help sell the package. Better display of this type, where products are easily seen, would create greater ease for consumer buying.

question of tying up capital in lighting equipment (which he cannot take with him) remains problematical.

One answer seems to be for a flexibility of commercial design in building new structures and for the use of installations which can allow the dealer to adapt specialized fixtures to the basic wiring setup. If and when moves are made necessary, then this fixture equipment could be adapted to other locations.

Lighting application engineers today express concern over the fact that
many retailers light their stores for
interior lighting without thought of
exterior view during daytime. Can
the customer see into the store? Do
reflections in the present large window
areas stare back in blank reflections in
strong daylight? Much of this can be
overcome. But more attention needs
to be directed to the realization that
lighting works both during day and
night.

Office Lighting in Industry

In the industrial field, there has been a growing trend toward office type lighting for plant use. Psychological and environmental factors are being given increasing concern.

being given increasing concern.

Why has this happened? Probably it is the combination of education and the increasing awareness of how difficult industrial seeing tasks are. Also, with the new types of equipment, a comfortable lighting installation costs little if any more than the old type. Plants today not only want increased production, but high quality as well.

production, but high quality as well.
The industrial field breaks down with 25 percent of its lighting in new construction and the remaining bulk in relighting existing plants.

in relighting existing plants.

This change in thinking toward comfortable higher level lighting installations (which some term an industrial revolution) has opened ways for acceptance of a better industrial en-

vironment in all ways, not just lighting alone.

Lighting in plants is an investment. It usually boils down to a compromise between dollars and desire: the best system for the most economic number of dollars. But in addition to the trend toward more comfortable lighting (not just efficiency in footcandles), maintenance is recognized as a major consideration.

Group replacement of lamps is now an accepted thing. Industrial management has found that labor costs are much higher than replacement lamp costs. In many cases it costs the same amount to change a 10 cent lamp as \$2 one. And the more expensive lamp may be operated longer in terms of hours.

So when one lamp starts to go today, the maintenance man will change other lamps in the same group even though they will continue to operate. It has been found that the overall cost of replacing lamps this way (before they burn out) is cheaper than the labor cost of the previous "one at a time" system.

This same attitude toward maintenance and replacement has led to greater use of lamps with built in maintenance features such as reflector lamps. Lamps with a 90 cent price tag are being replaced with ones costing several dollars. And redesigned lighting systems are looking the maintenance factor in the face from the start. Longer burning lamps and fixtures affording easier replacement are being considered.

Air conditioning in the industrial field is having its effect on lighting. With the importance of heat loads becoming more important, fluorescents are gaining an even stronger foothold. It is estimated that in the future the fluorescent lamp will be used in 90 percent of the cases. The remaining ten percent will probably divide

equally between the incandescent and mercury lamps.

Residential—The Big One

But the big potential in lighting lies in the vast residential market. With its size comes the fact that it is also the hardest to tap. Can the lighting industry realize this potential in what it considers an under lighted market? Many think it can be done. But just how, brings wide disagreement.

The big difference during the past year is that concentrated effort is being made to actually sell residential lighting. This selling is not aimed at the general market like a shotgun blast at the barn door. It is shaking down into a well-placed series of rifle shots each pinpointed at their specific part of the residential market.

On the manufacturing level, there is an increased interest in market development. Not market research, for the lamp industry has long had sound and adequate thinking in this line. While the industry has recognized these market potentials the intensive effort now being made to capture them is a new and enthusiastic sign.

Factual, practical information is now (Continued on page 131)



LIGHTING for laundry centers is angle appliance dealers could use. In-store display could duplicate setup shown here, with comfortable lighting and radio tied in. Lighting could be sold as part of the center or used for a premium or incentive to get list price on washer or dryer.



Laundry Equipment

SETS NEW RECORDS

Volume of 5,926,530 units represents a 27.9% Automatics outsell conventional washers three to one. Electric dryers pass the million mark

HERE seems to be no feast or famine, boom or bust, in the home laundry equipment business. Despite the constantly rising ratio of saturation, or ownership, washing machines have exceeded the three million mark annually since the first post-war year of 1946.

Sales of all home laundry products

-automatic and conventional washers, electric and gas dryers, and ironing machines—total 5,926,530 units, compared to 4,641,140 units in 1954, an increase of 27.7 percent. The 1955 home laundry business amounted to a dollar volume at retail of \$1,370,319,-500, compared to the 1954 total of \$1,067,478,800, an increase of 28.3

ures on unit sales and dollar volume ceptance of these products, the techthe business from the dealers stand-

Washing Machines

Let's first take a look at what hap-pened to washing machines in 1955. In the first place, the automatic wash-(Continued on page 290)

percent in dollars. The foregoing figfor 1955 make last year by all odds the biggest year in the history of the home laundry business. This is a tribute to the increasing consumer acnological advances in the art made in the past decade and the stability of

TWO YEARS STATISTICAL SUMMARY

٧	VASHERS		DRYERS				
	1955	1954		1955	1954		
Automatic & Somi-			Electric				
Autometic Units Sold	3,187,000	2,401,000	Units Sold	1,085,500	697,700		
Average Retail Price	\$268.84	\$272.31	Average Retail Price	\$210	\$219		
Retall Value	\$856,793,100	\$653,816,300	Retail Value	\$228,356,600	\$153,040,500		
Wringer & Spinner Units Sold	1,200,400	1,209,400	Gas Units Sold	365,000	243,200		
Average Retail Price	\$146.33	\$148.62	Average Retail Price	\$249	\$257		
Retail Value	\$175,654,500	\$179,741,000	Retail Value	\$90,841,000	\$62,590,000		
	Jan. 1956	Jan. 1955		Jan. 1956	Jan. 1955		
Homes Owning	38,700,000	36,418,000	Homes Owning	4,213,000	2,967,000		
Homes Without	7,300,000	8,359,500	Homes Without	41,787,000	41,810,500		

STATE

Rhode Island ... Connecticut....

New England

New York.... New Jersey.....

Indiana.....

East North Central

North Dakota.....

West North Central ...

South Atlantic

Kentucky.....

Arkansas..... Louisiana..... Texas.....

West South Centrel ...

New Mexico..... Arizone.....

Mountain.....

Washington....

UNITED STATES.....

Sales by States—1947 to 1954

WASHERS					IRC	ONERS		DRYERS			
1954 Unit Sales	1954 % of Market	Total 8 Years 1947–1954	Average % of Market 1947-1954	1954 Unit Sales	1954 % of Market	Total 8 Years 1947-1954	Average % of Market 1947-1954	1954 Unit Sales	1954 % of Market	Total 8 Years 1947–1954	Average % of Market 1947-1954
17,573	0.50%	138,829	0.48%	165	0.20%	10,179	0.41%	2,947	0.32%	9,241	0.28%
11,492	0.32	76,069	0.26	182	0.22	5,305	0.21	1,894	0.21	6,356	0.19
5,621 107,504	0.16 3.08	51,177	0.18	66 2,163	0.08	3,351	0.13	844	0.09	2,891	0.09
24,177	0.69	922,433 165,199	3.21 0.58	347	2.62 0.42	70,207 12,829	2.82 0.52	19,121	2.07	63,890	1.92
58,851	1.68	410,057	1.43	1,024	1.24	62,894	2.53	4,017 11,593	1.25	13,470 40,614	0.41 1.22
225,218	6.43	1,763,764	6.14	3,947	4.78	164,765	6.62	40,416	4.37	136,462	4.11
309,069	8.82	2,520,154	8.76	8,026	9.72	208,973	8.39	61,494	6.65	226,219	6.81
117,188	3.34	868,279	3.02	2,452	2.97	65,851	2.65	19,886	2.15	73,863	2.23
257,593	7.30	2,241,347	7.80	7,035	8.52	203,077	8.16	76,610	8.28	289,342	8.71
683,850	19.46	5,629,780	19.58	17,513	21.21	477,901	19.20	157,990	17.08	589,424	17.75
216,470	6.13	1,804,923	6.28	7,844	9.50	210,334	8.45	106,693	11.53	392,330	11.81
101,731	2.88	787,319	2.74	2,329	2.82	71,472	2.87	52,117	5.64	167,639	5.05
193,569	5.48	1,617,047	5.62	4,434	5.37	159,189	6.40	73,424	7.94	265,496	7.99
161,539	4.58	1,284,186	4.47	9,834	11.91	189,785	7.62	84,026	9.08	284,456	8.57
68,575	1.93	588,429	2.04	1,040	1.26	48,119	1.93	30,879	3.34	108,920	3.28
741,884	21.00	6,081,904	21.15	25,481	30.86	678,899	27.27	347,139	37.53	1,218,841	36,70
61,247	1.73	523,036	1.82	1,982	2.40	56,750	2.28	28,926	3.13	101,589	3.06
55,365	1.56	489,650	1.70	1,494	1.81	50,314	2.02	23,843	2.58	82,555	2.49
104,873	2.97	900,782	3.13	3,113	3.77	76,965	3.09	25,120	2.72	96,077	2.89
11,572	0.32	106,054	0.37	413	0.50	12,064	0.49	6,587	0.71	26,530	0.80
13,794	0.39	119,283	0.42	586	0.71	11,846	0.48	7,504	0.81	25,208	0.76
29,880 34,043	0.84	268,281 309,821	0.93	900 983	1.09	28,168 27,712	1.13	1 2,887 8,341	1.39 0.90	46,342 29,916	0.90
310,774	8.78	2,716,907	9.45	9,471	11.47	263,819	10.60	113,208	12.24	408,217	12.29
9,391	0.27	64,643	0.23	190	0.23	5,135	0.21	2,290	0.25	8,122	0.25
48,068	1.36	376,470	1.31	1,263	1.53	29,352	1.18	6,322	0.68	22,357	0.67
39,094	1.11	312,532	1.09	1,139	1.38	28,544	1.15	10,235	1.11	37,559	1.13
55,546	1.57	459,171	1.59	520	0.63	21,209	0.85	4,445	0.48	16,424	0.49
38,010	1.07	397,939	1.38	504	0.61	28,686	1.15	10,605	1.14	34,828	1.05
72,180	2.04	634,167	2.21	438	0.53	23,231	0.93	3,869	0.42	16,310	0.49
31,181	0.89	244,426	0.85	99	0.12	8,335	0.33	1,514	0.16	6,388	0.19
76,005 82,984	2.16 2.37	609,924	2.12	875 694	1.06	28,410	1.14	5,529	0.60	20,929	0.63
		550,768	1.92		0.84	28,631	1.15	7,420	0.80	22,895	0.69
452,459	12.84	3,650,040	12.70	5,722	6.93	201,533	8.09	52,229	5.64	185,812	5.59
44,464 78,708	1.25 2.23	414,334	1.44	561 619	0.68	19,549	0.79	6,761	0.73	23,013	0.69
51,942	1.47	697,509 415,965	2.42	223	0.75 0.27	30,204	1.21	8,669	0.94	29,049	0.87
28,003	0.79	237,753	1.45 0.83	116	0.14	13,168 9,316	0.53 0.37	3,132	0.34	13,522	0.41
								1,488	0.16	6,989	0.21
203,117	5.74	1,765,561	6.14	1,519	1.84	72,237	2.90	20,050	2.17	72,573	2.10
27,414	0.77 1.89	263,138	0.91	231	0.28	11,679	0.47	1,419	0.15	7,194	0.22
66,415 37,001	1.89	536,776 306,322	1.87	760 900	0.92	23,653	0.95	5,930	0.64	24,402	0.73
200,834	5.73	1,528,248	1.06 5.32	3,518	1.09 4.26	28,040 99,755	1.12 4.01	4,118 18,559	0.44 2.01	14,201 61,841	1.86
331,664	9.45	2,634,484	9.16	5,409	6.55	163,127	6.55	30,026	3.24	107,638	3.94
11,732	0.34	108,337	0.38	553	0.67	13,923	0.56	4,861	0.52	19,131	0.58
11,266	0.32	101,022	0.35	413	0.50	10,033	0.40	4,242	0.46	19,973	0.60
4,811	0.14	43,258	0.15	124	0.15	4,328	0.17	1,560	0.17	6,739	0.20
34,046	0.97	288,572	1.00	1,238	1.50	27,532	1.11	6,696	0.72	19,983	0.60
14,794	0.42	93,753	0.33	380	0.46	8,501	0.34	1,507	0.16	3,644	0.11
22,063	0.63	149,761	0.52	347	0.42	10,450	0.42	1,010	0.11	4,024	0.12
16,555 8,110	0.47	156,001 50,638	0.54 0.18	900 198	0.24	20,889 5,452	0.84	1,440 4,677	0.16 0.51	17,278 7,842	0.52
123,377	3.52	991,342	3.45	4,153	5.03	101,108	4.06	25,993	2.81	98,614	2.97
69,923	1.98	518,032									-
37,250	1.06	364,115	1.80	1,973	2.39 1.24	59,634 42,259	2.39 1.70	43,494	4.70	150,887	4.54
340,401	9.74	2,633,378	9.16	6,358	7.70	264,271	10.62	23,599 70,906	2.55 7.67	100,883 252,085	3.04 7.59
446,874	12.78	3,515,525	12.23	9,355	11.33	366,164	14.71	137,999	14.92	503,855	15.17
									-	THE RESERVE AND ADDRESS OF THE PARTY OF THE	

(Manufacturers' Shipments Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Figures Reported by American Home Laundry Manufacturers' Assn., Based on Sales by Distributors & Manufacturers' Branches)



TWO YEARS STATISTICAL SUMMARY

REFRIG	ERATORS		HOME FREEZERS		
1955	1954		1954	1955	
4,025,000	3,593,000	Units Sold	1,100,000	990,950	
\$315	\$305	Average Retail Price	\$400	\$395	
\$1,267,875,000	\$1,095,865,000	Retail Value	\$439,945,000	\$391,425,000	
Jan. 1956	Jan. 1955		Jan. 1956	Jan. 1955	
43,300,000	41,400,000	Homes Owning	7,715,000	6,750,000	
2,700,000	3,377,500	Homes Without	38,285,000	38,027,500	



Refrigerators and Freezers

A SOLID \$1.7-BILLION BUSINESS

Makers sell over five million units in fifth best year for refrigerators, second best year for freezers, but it gets harder to tell which is a freezer and which is a refrigerator

THE electric refrigerator and home freezer business—becoming more and more inseparable as the trend to combination units increases—racked up impressive gains in both units and dollar volume in 1955.

For the first time since 1951, electric refrigerators gained past the four million mark with a total of 4,025,000 units sold, 12 percent above the 3,-593,000 units (revised) in 1954. Average list prices of refrigerator increased to \$315 in 1955, from the figure \$305 in the year previous, which meant that the dollar volume of the refrigeration business amounted to \$1,267,-875,000, a healthy 15.7 percent gain over the \$1,095,865,000 done in 1954. The year 1955, incidentally, was the eighth year in a row when the electric refrigerator business passed the billion dollar mark in sales annually. Unlike some other major appliances which enjoyed an all time high record in sales in 1955, electric refrigeration, despite its comparatively good year, is still considerably short of the all time record of 6,200,000 units sold in the war scare buying year of 1950. The year's figures brought saturation up to 94.1 percent.

Home Freezer Sales

Percentagewise, home freezer sales for 1955 came close to matching refrigerator gains. A total of 1,100,000 units were sold, an increase of 11 percent over the 990,950 units (revised) moved in 1954. The average retail price of home freezers was up slightly to \$399 in 1955, which meant that total dollar volume of freezers sold amounted to \$439,945,000, an increase of 12.4 percent in dollars. The year 1955 marked the fifth in a row in which home freezers sold at about the one million unit clip. The year's

freezer sales brought saturation up to 16.8 percent.

Actually, of course, while freezer saturation is based on the sale of complete freezer units, among the 46,000,-000 domestic electric customers in the country, the figure might well be considered much higher if the large number of combination refrigeratorfreezers were taken into account. Even those refrigerators having a relatively small freezer compartment have performed the function of introducing more and more families to frozen food storage and certainly these combination refrigeration-freezers with anywhere from one-third to one-half of their storage space allocated to frozen foods, might well be considered as normal additions to any estimate of home freezer ownership. Certainly, the growth of this trend to combination units makes it difficult to consider the refrigerator and the freezer business as separate entities. This trend, incidentally, has brought into focus the fact that as frozen food storage space increases, the normal refrigerated space decreases. This is helping to replace the trend toward larger and larger food storage in standard refrigerators while increasing the cubic food storage of frozen foods.

The Replacement Market

The 1955 annual replacement and trade-in survey of ELECTRICAL MERCHANDISING highlights the growing importance of the replacement market for refrigerators in contrast to that for home freezers. Our survey showed that 78.2 percent of the dealers responding were selling refrigerators and that 68.1 percent were also selling freezers. During the first eight months of 1955, dealers reported sell-(Continued on page 297)

Sales by States-1947 to 1954

ELECTRIC REFRIGERATORS

ELECTRIC FARM & HOME FREEZERS

Maine New Hampshire Vermont Massachusetts thode Island	15,048		1947-1954	1947-1954	Unit Sales	% of Market	1948-1954	% of Marke 1948-1984
New HampshireVermont		0.48%	165,312	0.53%	3,772	0.40%	28,805	0.47%
Permont	8,465	0.97	102,515	0.33	1,509	0.16	15,801	0.25
Massachusetts		0.100.0	56,725	0.18		0.15	11,240	0.18
	4,075	0.13		2.69	1,414	1.02	87,647	1.42
node Island	86,213	2.75	842,871		9,619			0.25
onnecticut	23,199 46,398	0.74 1.48	251,073 427,462	0.80 1.37	1,414 8,487	0.15 0.90	15,515 62,524	1.01
				5.90		3.78		3.59
New England	183,398	5.85	1,845,958		26,215		221,532	
New York	387,800	12.37	3,390,150	10.84	47,527	5.04	359,661	5.81
New Jersey	108,784 187,473	3.47 5.98	1,087,411 2,065,709	3.48 6.61	15,937 55,071	1.69 5.84	128,189 359,210	2.07
Middle Atlantic	684,057	21.82	6,543,270	20.93	118,535	12.57	847,060	13.69
Ohio	178,695	5.70	1,668,533	5.33	64,218	6.81	385,673	6.23
ndiana	94,050	3.00	841,544	2.69	34,797	3.69	216,459	3.50
llinois	183,398	5.85	1,716,996	5.49	44,321	4.70	332,843	5.38
Michigan	149,539	4.77	1,299,619	4.16	32,533	3.45	223,413	3.61
Wisconsin	53,922	1.72	602,830	1.93	21,972	2.33	158,435	2.56
East North Central	659,604	21.04	6,129,522	19.60	197,841	20.98	1,316,823	21.28
Minnesota	47,025	1.50	546,770	1.75	24,047	2.55	157,840	2.55
owa	42,636	1.36	518,022	1.66	27,064	2.87	180,404	2.91
		3.27	1.003,369	3.21	36,306	3.85	213,250	3.45
Missouri	102,515	0.31	-11	0.41		1.09	67,444	1.09
North Dakota	9,718		130,007 130,252	0.42	10,279			1.04
South Dakota	10,972	0.35			11,410	1.21	64,523	
Nebraska	27,274 29,783	0.87 0.95	299,702 326,754	0.96	20,180 15,465	2.14	125,611 95,643	2.03 1.55
West North Central		8.61	2,954,876	9.45	144,751	15.35	904,715	14.68
West Morth Central	269,923							
Delaware	9,091	0.29	76,126	0.24	2,074	0.22	14,421	0.23
Maryland	45,771	1.46	459,781	1.47	11,316	1.20	74,156	1.20
District of Columbia	48,279	1.54	406,579	1.30	12,165	1.29	62,609	1.01
Virginia	51,101	1.63	528,836	1.69	19,049	2.02	99,181	1.60
West Virginia	31,977	1.02	402,246	1,29	13,956	1,48	70,642	1.14
North Carolina	61,133	1.95	732,369	2.34	32,816	3.48	159,271	2.57
South Carolina	29,155	0.93	346,431	1.11	11,505	1.22	68,756	1.11
Georgia	64,581	2.06 3.32	672,143 818,142	2.15 2.62	26,970	2.86 2.47	133,510 110,509	1.79
Florida	104,082				23,292			1
South Atlantic	445,170	14.20	4,442,653	14.21	153,143	16.94	793,055	12.81
Kentucky	43,890	1.40	491,578	1.57	19,803	2.10	89,848	1.45
Tennessee	64,268	2.05	744,481	2.38	26,970	2.86	130,487	2.11
Alabama	45,771	1.46	507,665	1.63	18,671	1.98	92,919	1.50
Mississippi	29,782	0.95	347,533	1.11	17,634	1.87	85,987	1.39
East South Central	183,711	5.86	2,091,257	6.69	83,078	8.81	399,241	6.45
Arkansas	30,409	0.97	379,202	1.21	15,371	1.63	83,972	1.36
Louisiana	53,609	1.71	561,832	1.80	28,384	3.01	157,646	2.55
Oklahoma	42,322	1.35	458,045	1.46	14,239	1.51	98,051	1.58
Texas	157,691	5.03	1,738,370	5.56	60,164	6.38	423,099	6.83
West South Central	284,031	9.06	3,137,449	10.03	118,158	12.53	762,768	12.32
Montana	9,092	0.29	103,066	0.33	8,015	0.85	52,805	0.85
Idaho	6,897	0.22	92,500	0.30	4,904	0.52	38,327	0.62
Wyoming	4,075	0.13	44,969	0.14	2,735	0.29	20,308	0.33
Colorado	29,469	0.94	298,925	0.96	13,674	1.45	86,196	1,39
New Mexico	9,719	0.31	99,361	0.32	5,941	0.63	30,000	0.49
	18,810	0.60	166,502	0.53	3,206	0.34	34,209	0.55
Arizona	11,600	0.37	137,142	0.44	5,375	0.57	51,939	0.84
Nevada	6,583	0.21	51,688	0.16	1,603	0.17	14,339	0.23
Mountain	96,245	3.07	994,153	3.18	45,453	4.82	328,123	5.30
Washington	37,620	1.20	414,732	1.33	13,485	1,43	97,313	1.57
Oregon	23.512	0.75	317,187	1.01	13,862	1.47	98,418	1.59
California	267,729	8.54	2,399,868	7.67	28,479	3.02	420,152	6.79
Pacific	328,861	10.49	3,131,787	10.01	55,826	5.92	615,883	9.95
UNITED STATES	3,135,000	100.00%	31,270,925	100.00%	943,000	100.00%	6,189,200	100.00%

(Manufacturers' Shipments Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Figures Reported by National Electrical Manufacturers' Assn., Based on Sales by Distributors & Manufacturers' Branches)

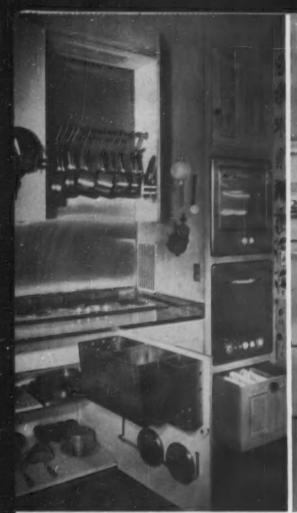






Photo courtesy McCALLS



Ranges and Water Heaters

NEW GIMMICKS AND NEW GLAMOR

A public with money to spend and products with new appearance, new features and new performance combine to give the industry a banner year

TWO YEARS STATISTICAL SUMMARY

RANGE	(Standard)		WATER HEATE	RS, STORAGE
1955	1954		1955	1954
1,400,000	1,248,400	Units Sold	900,000	810,700
\$267	\$261	Average Retail Price	\$119.95	\$125
\$373,800,000	\$325,832,400	Retail Value	\$107,955,000	\$101,337,500
Jan. 1956	Jan. 1955		Jan. 1956	Jan. 1955
12,965,000	12,086,000	Homes Owning	7,500,000	6,805,000
33,035,000	32,691,500	Homes Without	38,500,000	37,972,500

R ANGES and water heaters, the two biggest consumers of electricity in the appliance family, had a pretty good year in 1955, although by no means their best year.

Range sales of 1,600,000 units, (inc. 200,000 built-ins) representing a gain over 1954 of 18.5 percent, were the best since 1951 and water heater sales of 900,000 units, a gain of 12.5 percent, were the best since 1950.

Since gas ranges and water heaters also increased their sales volume (15.5 percent and 22.8 percent, respectively, for the first nine months) the gains don't mean that electric ranges and water heaters suddenly uncovered any great new acceptance among customers. They are reflections of the prosperity of the nation and the industry generally. In short, people had more money to spend and some of it went for these appliances.

However, within the boundaries of

However, within the boundaries of range and water heater marketing some interesting developments began to affect the pattern of the business. Notable among these were the rise of built-in range sales, the introduction of the electronic oven, the spread of

color, the gains made by the new, quick-recovery water heaters and an emphasis on water heater styling.

New Trend in Ranges

Ranges have always been an important part of the dealer's line and are sold by more dealers than any other item except refrigerators and television. According to this publication's Replacement and Trade-In Survey for 1955, 76.9 percent of the responding merchants sell electric ranges. A projection of their first eight months sales would indicate that they sold an average of 36 ranges each in the calendar year. Assuming that they sold them at list that would represent an average range volume of \$9,468—based on an average price of \$263. That's a sizable hunk of volume.

From a point of view of profits alone the range is an interesting product. Now, with the advent of new product and marketing developments, it's even more interesting. Take the sudden rise of the built-in, for example. In 1954, manufacturers estimated in this study, built-ins accounted for about five per-

(Continued on page 298)

Sales by States - 1947 to 1954

ELECTRIC RANGES

ELECTRIC WATER HEATERS

STATE	1954 Unit Sales	1954 % of Market	Total 8 Years 1947-1954	Average % of Market 1947-1954	1954 Unit Sales	1954 % of Market	Total 8 Years 1947-1954	Average % of Mark 1947-1954
Maine	7,820	0.68%	65,753	0.63%	5,889	0.78%	49,859	0.73%
New Hampshire	4,715	0.41	45,654	0.44	2,642	0.35	26,448	0.39
/ermont	2,185	0.19	21,268	0.20	1,359	0.18	14,776	0.22
Massachusetts	41,975	3.65	309,294	2.94	16,836	2.23	136,526	2.00
Rhode Island	11,845	1.03	77,991	0.74	2,794	0.37	22,229	0.32
Connecticut	24,265	2.11	183,589	1.75	10,797	1.43	106,917	1.57
New England	92,805	8.07	703,549	6.70	40,317	5.34	356,755	5.23
New York	69,690	6.06	563,985	5.37	36,769	4.87	307,645	4.51
New Jersey	22,080 77,280	1.92 6.72	182,852 726,909	1.74	12,533 51,189	1.66	129,892 526,738	1.90 7.71
emisyrvania	77,200	0.72	720,909					
Middle Atlantic	169,050	14.70	1,473,746	14.03	100,491	13.31	964,275	14.12
Ohio	70,725	6.15	630,524	6.00	46,282	6.13	402,276	5.89
ndiana	35,880	3.12	339,757	3.24	33,522	4.44	303,157	4.44
Ilinois	37,260	3.24	403,781	3.84	26,047	3.45	284,438	4.17
Michigan	58,535	5.09	503,604	4.79	32,616	4.32	270,529	3.96
Wisconsin	27,255	2.37	251,506	2.40	26,501	3.51	255,356	3.74
East North Central	229,655	19.97	2,129,172	20.27	164,968	21.85	1,515,756	22.20
Minnesota	16,905	1.47	192,666	1.83	17,365	2.30	183,527	2.69
OWe	15,410	1.34	169,033	1.61	19,102	2.53	205,278	3.01
Missouri	25,300	2.20	262,283	2.50	17,592	2.33	191,632	2.61
North Dakota	6,900	0.60	69,783	.66	6,115	0.81	44,705	0.65
South Dakota	5,520	0.48	59,812	.57	6,568	0.87	56,798	0.83
Nebraska	11,155	0.97	124,629	1.19	7,173	0.95	83,592	1.22
Kansas	10,580	0.92	98,955	.94	2,189	0.29	36,926	0.54
West North Central	91,770	7.98	977,161	9.30	76,104	10.08	802,458	11.75
Delaware	4,830	0.42	27,597	0.26	2,416	0.32	19,346	0.28
Maryland	11,61.5	1.01	103,649	0.99	10,268	1.36	83,773	1.23
District of Columbia	11,845	1.03	90,022	0.86	4,454	0.59	41,807	0.61
Virginia	29,325	2.55	262,504	2.50	24,009	3.18	204,075	2.99
West Virginia	15,180	1.32	172,000	1.64	7,928	1.05	84,346	1.24
North Carolina	54,740	4.76	486,465	4.63	54,058	7.16	378,292	5.54
South Carolina	24 380	2.12	227,600	2.16	23,858	3.16	182,140	2.67
Georgia	35,305	3.07	354,824	3.38	23,707	3.14	229,726	3.36
Florida	59,915	5.21	436,056	4.15	57,003	7.55	381,623	5.59
South Atlantic	247,135	21.49	2,160,717	20.57	207,701	27.51	1,605,128	23.51
Kentucky	18,515	1.61	178,752	1.70	10,041	1.33	94,059	1.38
Tennessee	47,955	4.17	497,027	4.73	19,781	2.62	225,334	3.30
Alabama	25,990	2.26	269,087	2.56	13,137	1.74	136,240	2.00
Mississippi	8,625	0.75	86,406	.83	2,416	0.32	32,867	0.48
East South Central	101,085	8.79	1,031,272	9.82	45,375	6.01	488,500	7.16
Arkansas	4,255	0.37	56,806	0.54	1,812	0.24	27,938	0.41
Louisiana	5,175	0.45	39,272	0.37	2,416	0.32	17,785	0.26
Oklahoma	6,900	0.60	55,149	0.53	1,057	0.14	13,561	0.20
Texas	30,590	2.66	254,509	2.42	12,457	1.65	98,658	1.44
West South Central	46,920	4.08	405,736	3.86	17,742	2.35	157,942	2.31
Montana	7,245	0.63	63,817	0.61	2,869	0.38	29,810	0.44
ldaho	8,395	0.73	100,501	0.96	6,418	0.85	67,302	0.99
Wyoming	2,185	0.19	19,338	0.18	453	0.06	6,685	0.10
Colorado	11,040	0.96	88,987	0.85	4,983	0.66	63,829	0.93
New Mexico	3,795	0.33	23,757	0.22	1,132	0.15	10,311	0.15
Arizona	2,760	0.24	25,399	0.24	1,283	0.17	18,966	0.28
Utah	10,350	0.90	103,045	0.98	5,814	0.77	74,795	1.10
Nevada	4,600	0.40	35,817	0.34	4,983	0.66	35,418	0.52
Mountain	50,370	4.38	460,661	4.38	27,935	3.70	307,116	4.51
Washington	45,080	3.92	426,226	4.06	35,938	4.76	224,280	3.29 2.50
Oregon	27,485 48,645	2.39 4.23	305,556 430,604	2.91 4.10	15,100 23,329	3.09	170,855 233,635	3,42
Pacific	121,210	10.54	1,162,386	11.07	74,367	9.85	628,770	9.21
			-					-
UNITED STATES	1,150,000	100.00%	10,504,400	100.00%	755,000	100.00%	6,836,700	100.00

(Manufacturers' Shipments Projected to Industry Totals by ELECTRICAL MERCHANDISING from State Figures Reported by the National Electrical Manufacturers' Assn., Based on Sales by Distributors & Manufacturers' Branches)

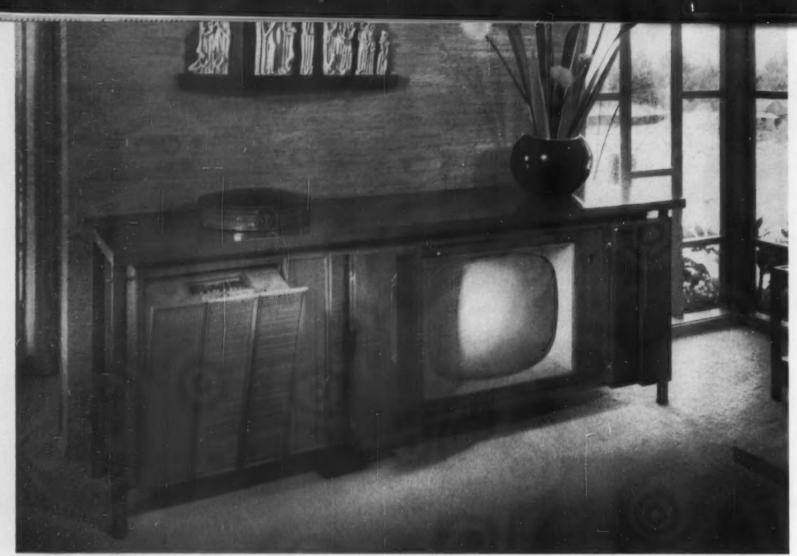


Photo courtesy of HOUSE BEAUTIFUL

TV and Radio

A RECORD AND A COMEBACK

Television production and sales climb to all-time highs while radio output increases 24%

TWO YEARS STATISTICAL SUMMARY

	1955	1954
Home Units Produced	3,525,000	3,067,600
Average Retail Price	\$28.75	\$28.75
Retail Value	\$101,343,800	\$88,193,500
Portable Units Produced	2,050,000	1,33 \ 500
Average Retail Price	\$34.95	\$31.85
Retail Value	\$71,647,500	\$42,472,000
Clack Radios Produced	2,225,000	1,874,900
Average Retail Price	\$33.95	\$31.00
Retail Value	\$75,538,700	\$58,121,900
	TELEVISION	
	1955	1954
Units Produced	7,905,000	7,346,500
Average Retail Price	\$232	\$230
Retail Value	\$1,833,960,000	\$1,689,741,000
	Jan. 1956	June 1955
Homes Owning	35,000,000	*32,106,000
Homes Without	11,000,000	13,194,000
*U.S. Bureau of Census Jur	n 1955.	the second second second second

BUSINESS in the radio-TV industry last year turned out to be far better than expected.

TV production and sales reached all-time highs and radio made an encouraging recovery from 1954's figures. The best index of just how good business actually was can be obtained by comparing forecasts made at this time last year with actual results.

First of the year estimates put TV production at 6.6 million; actually it came close to hitting the eight million level. Early predictions pegged radio output for the year at 6.9 million units (exclusive of auto sets); radio production actually reached 7.8 million.

The year was not only far better than expected, it was considerably ahead of the year previous. Factory sales of 7.9 million TV sets compare to 7.3 million in 1954, a gain of 7.6 percent. In 1954 sales at retail passed the seven million mark; in 1955 they were probably better than 7.7 million. Category by category,

radio showed the following gains in 1955 compared to 1954: home sets up 15 percent; portables up 54 percent; clock sets up 19 percent.

Prices Firm Up, Too

From almost any point of view the year was an exceptionally good one. The TV industry, for example, made encouraging progress in halting the downward trend in prices. By yearend, average price had moved upward from first of the year figures and manufacturers were revising their production "mixes" to put more emphasis on bigger and more expensive sets. This trend was balanced to some extent by the appearance in mid-year of portable sets in the \$100 price range.

This generally upward price trend toward the end of the year is reflected in the "average price" which rose slightly over 1954 (from \$230 to \$232). Actually a single price of this type can hardly reflect price movements throughout the year and

(Continued on page 306)

Sales by States — 1951 to 1954

RADIO	TELEVISION

STATE	1954 Unit Sales	1954 % of Market	Total 4 Years 1951–1954	Average % of Market 1951-1954	1954 Unit Sales	1954 % of Market	Total 4 Years 1951–1954	Average % of Marke 1951-1954
Maine	29,100	0.47%	185,001	0.66%	92,954	1.30%	169,569	0.68%
New Hampshire	17,291	0.28	73,805	0.27	34,876	.49	95,826	0.38
Vermont	10,294	0.17	56,113	0.20	26,324	.37	49,208	0.20
Massachusetts	247,013	3.99	913,532	3.25	190,475	2.66	863,070	3.44
Rhode Island	35,951	0.58	145,680	.52	24,356	.34	127,504	0.51
Connecticut	108,335	1.75	388,268	1.38	95,560	1.34	439,375	1.75
New England	447,984	7.24	1,762,399	6.28	464,545	6.50	1,744,552	6.96
New York	982,917	15.89	3,628,239	12.92	653,852	9.15	2,762,520	11.02
New Jersey	293,399	4.74	1,024,675	3.65	202,155	2.83	862,302	3.44
Pennsylvania	466,449	7.54	2,121,753	7.55	465,785	6.51	2,086,140	8.32
Middle Atlantic	1,742,765	28.17	6,774,667	24.12	1,321,792	18.49	5,710,969	22.78
Ohio	387,068	6.26	1,684,659	6.00	356,009	4.98	1,674,266	6.68
Indiana	120,269	1.94	651,896	2.32	216,884	3.04	827,016	3.30
Illinois	426,465	6.89	1,881,700	6.70	439,127	6.14	1,565,049	6.24
Michigan	269,439	4.36	1,165,817	4.15	295,771	4.14	1,104,514	4.40
Wisconsin	121,972	1.97	582,637	2.07	191,612	2.68	547,297	2.18
East North Central	1,325,213	21.42	5,966,709	21.24 .	1,499,403	20.98	5,718,142	22.80
Minnesota	90,464	1.46	448,060	1.60	145,082	2.03	438,809	1.75
lowa	74,775	1.21	394,616	1.40	157,285	2.20	510,139	2.03
Missouri	137,240	2.22	709,841	2.53	204,599	2.86	681,988	2.72
North Dakota	16,973	0.28	117,176	0.42	34,658	.48	55,736	0.22
South Dakota	18,682	0.30	115,382	0.41	24,409	.34	47,976	0.19
Nebraska	38,894	0.63	223,178	0.79	75,443	1.06	237,560	0.95
Kansas	48,405	0.78	330,682	1.18	119,186	1.67	287,257	1.15
West North Central	425,433	6.88	2,338,935	8.33	760,662	10.64	2,259,465	9.01
Delaware	15,189	0.25	79,483	0.28	15,960	.22	67,197	0.27
Maryland	111,426	1.80	429,052	1.53	85,703	1.20	369,803	1.47
District of Columbia	66,099	1.07	293,742	1.04	47,895	.67	220,670	0.88
Virginia	99,380	1.61	456,775	1.63	122,330	1.71	435,678	1.74
West Virginia	42,574	0.69	285,820	1.02	80,735	1.13	269,952	1.08
North Carolina	115,271	1.86	603,306	2.15	176,317	2.47	502,863	2.00
South Carolina	46,622	0.75	254,722	0.91	99,891	1.40	214,691	0.86
Georgia	111,486	1.80	596,968 642,517	2.12	160,606 216,286	2.25 3.02	454,673 502,225	2.00
South Atlantic	745,067	12.04	3,642,385	12.97	1,005,723	14.07	3,037,752	12.11
Kentucky	73,852	1.19	390,078	1.39	94,038	1.31	329,568	1.31
Tennessee	89,445	1.45	473,976	1.69	152,683	2.14	392,552	1.57
Alabama	65,995	1.07	407,698	1.45	108,829	1.52	322,670	1.29
Mississippi	39,336	0.63	232,044	0.82	59,239	.83	138,267	0.55
East South Central	268,628	4.34	1,503,796	5.35	414,789	5.80	1,183,057	4.72
Arkansas	39,423	0.64	235,596	0.84	92,192	1.29	168,044	0.67
Louisiana	85,079	1.37	445,921	1.59	146,149	2.05	342,109	1.36
Oklahoma	58,163	0.94	338,923	1.21	102,161	1.43	363,360	1.45
Texas	276,217	4.46	1,374,938	4.89	379,646	5.31	1,173,497	4.68
West South Central	458,882	7.41	2,395,378	8.53	720,148	10.08	2,047,010	8.16
Montana	17,891	0.29	109,042	0.39	26,588	.37	38,556	0.15
Idaho	13,398	0.22	84,565	0.30	41,679	.58	69,484	0.28
Wyoming	7,533	0.12	50,873	0.18	8,088	.12	14,730	0.06
Coloredo	40,729	0.66	231,024	0.82	59,352	.83	229,088	0.91
New Mexico	18,081	0.29	104,169	0.37	24,487	.34	60,012	0.24
Arizona	31,281	0.50	152,051	0.54	34,985	.49	111,679	0.45
Utah Nevada	23,005 6,675	0.37	113,285 34,099	0.41 0.12	27,850 8,596	.39	127,760 20,312	0.51
Mountain	158,593	2.56	879,108	3.13	231,625	3.24	671,621	2.68
Washington	86,206	1.39	427,584	1.52	126,418	1.77	439,153	1.75
Oregon.	40,029	0.65	269,496	0.96	84,913	1.19	216,057	0.86
California	488,703	7.90	2,125,363	7.57	517,935	7.24	2,046,805	8.17
		1		1				
Pacific	614,938	9.94	2,822,443	10.05	729,266	10.20	2,702,015	10.78

(Radio and Television Set Shipments to Dealers, As Reported by Radio-Electronics Television Manufacturers' Association)

Dishwashers and Disposers

TWO NEW RECORDS AND A BIG FUTURE

Big percentage gains leave most other majors far behind as both dishwashers and disposers set new sales records. Outlook for 1956 is for still more—and faster—progress toward mass market acceptance

N the basis of the 1954-55 sales record it would be pardonable optimism on the part of the dishwasher-disposer industry to feel that these two products have finally approached mass market acceptance.

Both appliances set new sales rec-ords. For dishwashers it was the third straight improvement and a volume of 295,000 units, an increase of 37.2 percent over 1954. Disposers went ahead 30.0 percent and sales of 520,-000 units were the first time over the half-million mark

The new figures bring saturation to 4.0 for dishwashers and 5.6 for disposers and could well mean that from now on there will be less pio-neering and more selling.

Manufacturers, according to their statements to this publication, seem to agree. Says J. Don Mason, ad manager for KitchenAid (Hobart), "This is most certainly an encouraging symptom that the advantages, utility and actual need of dishwash ers is catching on. The acceptance of the automatic dishwasher is not entirely a reflection of the overall prosperity enjoyed in the appliance industry. We believe, that automatic dishwashing is more securely earning its position in the list of 'most wanted' in the home.'

Another maker says that the dishwasher increase "proves that the dishwasher is catching on. . . . While it has not yet reached the mass market acceptance stage, I think there are indications that it is rapidly approaching such a position.'

A third is even more sanguine. "The dishwasher has caught on. This acceptance was enhanced by the fact that builder business also has caught

How the Dishwasher Pie Divides

Unfortunately for the appliance dealer, it looks very much as if the biggest slice of the dishwasher business still goes to the builder. though no authoritative statistics are available, manufacturers are pretty much in agreement that builders get somewhere between 50 and 70 percent of the business. One reliable informant pegs it at "approximately 52 percent," which, in his opinion, represents about a seven percent increase from 1954.

A second says, "The biggest dishwasher market is still in the builder field . . . We can estimate that . . somewhere between 60 and 75 percent may be the pattern cut by the

A third declares, "If anything, the percentage of dishwasher sales in new construction has risen this year. We see more interest from builders every quarter.'

Only one major maker sells more dishwashers as "convenience appliances" to home owners than as sales features to builders. He says, "Our position in the industry is quite unique. (We) have not engaged in the rather apparent price wars to ob-tain builder business. At the same time we have enjoyed the quality builder business.

This manufacturer sells 21 percent of his output through kitchen specialists, 15 percent through plumbing

and heating firms.

Some manufacturers complain that dealers still don't put sales emphasis on dishwashers and disposers and the obvious inference here is that producers are going to sell their prod-ucts where the volume is. According to ELECTRICAL MERCHANDISING'S studies fewer dealers handle dishwashers than steady-demand sellers like refrigerators and ranges. The Replacement and Trade-in Survey (reported fully elsewhere in this issue) shows 38.8 percent of the 1955 respondents handling dishwashers as compared with 40.5 percent in 1954. A survey over the EM Dealer Panel, a group of better-than-average retailers, shows that 81 percent of them sold dishwashers in 1955 as compared with 78.3 percent in 1952. Disposers were sold by 75.1 percent of this group in 1955 (in 1952 they were handled by 77.2 percent) justifying even further the manufacturer claim that builders do the best

job with disposers.

However, the same manufacturer who says that 52 percent of dishwasher sales are made by builders claims that only 48 percent of disposer sales are so handled. Others don't pre-cisely agree. One says, "Better than 50 percent of the disposers are still purchased by builders . . . the percentage of the total volume that goes into existing homes, normally referred to as retail sales, is increasing. Another attributes much of the 1955 gain in disposer sales to "greater use of this appliance by the builder trade," and a third says, "We have sold a higher percentage of disposers to builders in 1955 than in 1954."

Not one of these manufacturers has much praise for dealer activity with disposers.

Package or Piecemeal?

Oddly enough for two so closely related appliances, there isn't much correlation between disposer and dishwasher purchases. Hotpoint says, for example, that "Generally, the pur-chase of a food waste disposer is made prior to the purchase of a dishwasher as indicated by the annual sales of the two appliances. Many reasons can be given for this, among them: all the building that is going on in suburban areas where garbage pickup is not available; the all-out community drives on disposers, such as took place in Detroit, and the great price differential on the two appliances

About all that is safe to say is that when one customer buys both a dishwasher and a disposer he is most likely to buy them at the same time.

Whether consumers buy a dishwasher as a separate appliance or as part of a kitchen remodelling job again is a matter for debate. It depends upon several factors: whether he buys it from a kitchen specialist, in which case it would most likely be part of a remodelling job, or from an appliance dealer.

The first reasonably safe assumption that can be made is that if he buys a portable model it is likely to be a single appliance, not part of re-modelling. Since somewhere around 15 percent of industry sales (an increase over 1954) are portables, that accounts for approximately 44,250 units. If we accept one maker's estimate that 48 percent of 1955 units were sold at retail (141,600), we have 97,350 installed units left as sold to existing homes.

According to one maker at least 75 percent of retail sales (including portables) are sold as single units, not as part of a remodelling package. That would amount to at least 106,-200 units. Another maker puts the percentage at 50 percent and a third at 60 percent. Other makers refuse even to guess.

The Effect of the Trend in Kitchens

These percentages, at best only educated guesses, may not even be valid for another year. The current high public interest in kitchens—as expressed by the booms in color and

TWO YEARS STATISTICAL SUMMARY

DISHY	ASHERS		FOOD WASTE	DISPOSERS
1955	1954		1955	1954
295,000 \$306 \$90,270,000	215,000 \$300 \$64,500,000	Units Sold Average Retail Price Retail Value	520,000 \$119.95 \$62,374,000	400,000 \$119.95 \$47,980,000
Jan. 1956 1,838,000 44,162,000	Jan. 1955 1,572,500 43,205,000	Homes Owning Homes Without	Jan. 1956 2,553,000 43,447,000	Jan. 1955 2,059,000 42,718,500



built-ins—may bring about a swing to a higher percentage of dishwasher sales as part of remodelling programs. Still another factor to be reckoned with eventually—although its present influence is nugatory—is the prepackaged kitchen, examples of which have been introduced by G-E and Frigidaire and which will soon be marketed by other manufacturers.

However, these units create a problem in themselves. They're expensive (well over \$1,000) and selling and installing them is a specialized

Purchase of a prepackaged combination amounts to buying a Cadillac dishwasher-sink and, so far at least, dishwasher-sinks haven't taken any substantial part of the market. Only one out of five manufacturers gives them more than 10 percent of total dishwasher sales. Hobart's Mason says, "The trend has definitely been towards built-in dishwashers and the dishwasher sink seems to find its way into those homes that would like to discard an old sink and have the convenience of automatic dishwashing at the same time. The vast majority prefer to have a self-stand-

ing cabinet unit or a built-in dish-

washer. . Along with ranges and other major appliances, the dishwasher has jumped into the rainbow. As base cabinets become more and more colorful, so, too, do the dishwashers that must blend with them. As much as 35 percent of some manufacturers' production in 1955 was in color and the trend is to more and more of it. One maker produced 15 percent of his units in stainless steel and copper alone. Along with color has come the "working level," "high level" or "waist level" dishwasher introduced by a few manufacturers. So far it is too new to have acquired much statistical background, but even some of those who make it think that under-counter models will continue to be the big sellers.

Trends in Disposers

While dishwasher manufacturers have been upgrading their product by the addition of pumps (to simplify installation) and the inclusion of casters and rubber hoses (to get a share of the apartment market), disposer makers have been seeking ways

and means to make this appliance less expensive. At one time few, if any, disposers were made without water-interlock switches to make certain that housewives-who rarely read instruction books-would have to run cold water while the machine was working. (Unfortunately, no one has yet come up with a dishwasher that also acts as a disposer so that Mrs. Consumer can throw in her dishes, garbage and all, and let an automatic brain do her thinking for her.) This guaranteed flow of water compensated for plumbing errors such as burrs in the line and improper gradients. However, many thousands of units without such interlocks have been built, installed and successfully used and most housewives have had no trouble learning that the best results are obtained when water is running. So, it's no wonder that today the lower-priced, continuous feed units evenly match those equipped with water interlocks in some cases, and outsell them four to one in others.

Incinerator type disposers made little if any gains in 1955. Gas models, by far the biggest sellers, fell slightly to about 65,000 units estimated. Electric units, nominally manufactured by three concerns (Calcinator; the Electronator made by Given Mfg. Co.'s Gasinator division; and Mueller-Climatrol) still sold in quantities under 5,000 and it is likely that at this writing only Calcinator Corp. is in any real production.

Corp. is in any real production.

The big trouble here, according to industry spokesmen, is that gas utilities give plenty of sales and merchandising help to gas models but that the electric utilities do little or nothing to promote the present electric units.

Despite the bleak outlook for electric incinerator-disposers, mechanical disposers and dishwashers can look forward in 1956 to even improved sales records. Four manufacturers estimate that 1956 sales of disposers will be somewhere between 550,000 and 600,000 units. The lowest prediction of dishwasher sales is 350,000—which represents a good increase over 1955—and the highest is 425,000. Somewhere between those two extremes will be found a new sales record and a new step toward mass acceptance.

Air Conditioners & Dehumidifiers

HOT, AS IN WEATHER



Thanks to 1955's heat and humidity both products make a remarkable recovery from 1954's disappointments; room units set new retail record

O N January 1, 1955, there were somewhere near 800,000 room air conditioners in the hands of manufacturers, distributors and dealers.

During the year the industry produced another million units. Yet by year's end there were only 360,000 units in inventory.

units in inventory.
On July 1, 1955 there were some 11,000 dehumidifiers in stock.

Three months later the industry's inventory was less than 300.

Those two sets of figures give you a pretty good idea of what happened in the room air conditioner and dehumidifier industries during 1955.

In a word: it got hot.

Despite some heroic efforts to make air conditioning less of a seasonal business, the fact remains that merchandise moves in volume only when the temperature soars and can't be moved in volume when cool weather prevails. Last year was a fine example of what happens when it gets hot.

of what happens when it gets hot. Here, product by product, is what happened during 1955:

ROOM AIR CONDITIONERS:

The industry entered 1955 with a terrific hangover. Heavy advance pro-

duction and a cool summer in 1954 had combined to saddle the industry with a carryover inventory of better than 700,000 units. There wasn't much doubt that the industry would move the inventory, but it was obvious that much of this movement would be at distress prices. Even worse, no one was sure just how this dumping would affect sales of 1955 units.

Strangely enough, however, there were predictions at the first of the year of shortages expected during the course of the season. These forecasters reasoned that manufacturers would cut back new production so far that there would be insufficient merchandise to last the season through.

This didn't happen but it came surprisingly close. As a matter of fact, there were spot shortages in certain areas and in certain models as the season developed. What has happened was simple enough. Although early season business at retail was good (because of low prices made possible by dumping of 1954 units), early hot-weather business (in May and June) was disappointing. Early in July, though, hot weather descended on a good part of the country and the joy-ride was on. Just as the eastern weather (and business) eased off in September a severe heat wave hit sections of the West Coast and room air conditioner sales began booming there.

began booming there.

As a result of all the hot weather, industry statisticians feel now that over 1.3 million units were sold at retail during the year.

How Many Were Made

Production did not match this figure. Best guesses are that about a million units were produced in 1955. When the carry-over inventory of

TWO YEARS STATISTICAL SUMMARY Air Conditioners, Room

	1955	1954	
Units Sold	1,290,000	1,230,000	
Average Retail Price	\$320	\$341	
Rotail Price	\$412,800,000	\$419,298,000	
	Jan. 1956	Jan. 1955	
Homes Owning	2,585,000	1,800,000	
Homes Without	43,415,000	42,977,500	

over 700,000 is added to this figure it is clear that the industry had better than 1.7 million units on hand for sale during the year. It is not too hard to account for the units which were not sold during the year. Over 230,000 are in distributor and factory stocks. Probably something in excess of 120,000 are still in dealer stocks. This inventory, however, is not worrisome. Most people in the industry agree that with retail sales soaring past the million mark a carry-over inventory of 300,000 units is reasonable—and even necessary.

It should be noted here that the figures in most of the tabular material in this issue cover neither "retail sales" nor "production" but rather "factory shipments." This distinction is important. Thus, although retail sales rose sharply in 1955, manufacturer shipments were only 1,290,000, just 60,000 over the 1954 figure.

One more exception should be noted here. Dealers in the Southwest were generally disappointed by the 1955 season. The weather didn't hit the peaks to which residents in this area have become accustomed. As a result, the Southwest probably did little better than meet 1954 figures (which were good in that area). However, so much more had been expected that even this performance was not adequate in the eyes of dealers and distributors.

The Weather Problem

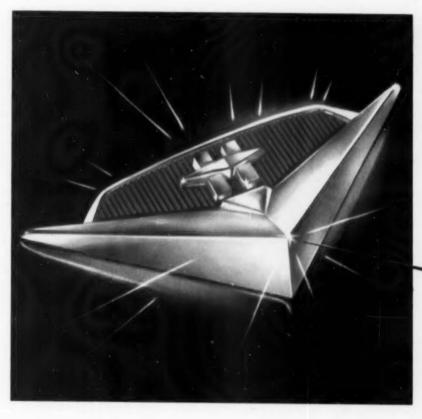
Weather has always been the industry's primary problem (or blessing, as the case may be). Attempts have been made and will continue to be made to encourage early season selling and thus ease off the seasonal bulge in the business. But manufacturers still preface all forecasts with the qualifying phrase they have relied on for years—"if the weather is right."

The effect of an extremely mild year can be seen by studying the monthly sales curve for 1954 and comparing it with those for 1952 and 1953. These curves are plotted by Electrical Merchandising from reports submitted by a group of utilities. In last year's market study we ventured the guess that the 1954 seasonal pattern would look better than previous years but warned that this could be deceptive. A good deal of the improvement was due to the fact that (Continued on page 312)

ONLY AN APPETIZER

The article on this page is a skeletal version of a greatly expanded and detailed market study on these two products which will appear in Electrical Merchandising's special Air Conditioning and Fan issue next month.

Hotpoint
First with the Finest for 56





Again, Hotpoint steps out ahead to bring you the industry's greatest array of exciting FIRSTS...in today's FIRST FAMILY of Major Appliances for the All-Electric Home!

Never has your Hotpoint Franchise meant so much. The proof is in the following pages!

Only Hotpoint has it for 56... the Automatic Electric Appliances e



Full-Line of All-Electric Kitchen and Home Laundry Appliances . . .

... plus the New Hotpoint Modular Kitchen!



Combines Dishwasher, Sink, Disposall®, Oven, Surface Cooking Units and Storage Cabinet Under one continuous Stainless Steel Countertop.

All available in beautiful, decorator-approved

Hotpoint Colortones

MEADOW GREEN

CORAL PINK

SEAFOAM BLUE

SUNBURST YELLOW

WOODLAND BROWN

the most exciting full line of ever to hit your sales floor



... Full Line of All-Electric Custom Built-In Appliances

THE Hotpoint FULL-LINE FRANCHISE MEANS MORE TO

A complete and matching line of the finest electric kitchen and home laundry appliances that assure you:

- a full year of profits—appliances in seasonal demand every month of the year!
- a complete selection of models to take full advantage of every segment of your market!
- an opportunity to expand single appliance sales into complete kitchen and home laundry sales!
- recognized top quality and performance!
- one dependable source of supply—from the world's largest exclusive manufacturer of major electric appliances!
- leadership in engineering, features, public acceptance and customer satisfaction!
- fully integrated local and national advertising and merchandising support on all appliances!

look to Hotpoint for the finest ... FIRST!

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS*
WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS
CLOTHES DRYERS • AIR CONDITIONERS • CUSTOMLINE

Only Hotpoint offers such a complete line of Built-ins



Hotpoint Customline Appliances are available in the gleaming stainless finish shown above, and 5 Hotpoint Colortones.

NEW Hotpoint

Justomline

GIVES YOU THE

- · FEATURES · QUALITY
- . MODELS . PRICES
- ·STYLING ·FINISHES

YOU NEED TO SELL THE

... TODAY'S WIDEST CHOICE OF QUALITY-PROVED BUILT-IN APPLIANCES!

- Automatic Oven with Rota-Grill
- Standard Super Oven
- 4-Unit Section with "Super 2600" world's fastest surface unit!
- e 2-Unit Section with "Super 2600"
- 2-Unit Section with Thrift Cooker
- Color-Lighted, Remote-Control Pushbuttons for surface units
- Plug-in Calrod[®] Automatic Golden Fryer
- Plug-in Calrod Automatic Golden Griddle
- Two-Door Refrigerator-Freezer
- Single-Door Refrigerator-Freezer
- Automatic Pushbutton Dishwasher

THE BUILT-IN BUSINESS IS A GOOD BUSINESS TO BE IN

- The trend to built-in's is booming
- It's a full list price business
- It's a multiple-sale business
- e It's a business with a big future

Plus the all-new Modular Kitchen!



The New Hotpoint Modular Kitchen is available in the 5 Hotpoint Colortones. Meadow Green is shown here.

NEW Hotpoint MODULAR KITCHEN COMBINES

S

Golden

eezer

washer

BE IN

DISHWASHER • SINK • DISPOSALL*
OVEN • SURFACE COOKING UNITS
AND STORAGE CABINET

UNDER ONE CONTINUOUS
STAINLESS STEEL COUNTERTOP!

HERE'S A DEALER'S DREAM COME TRUE!

- A complete food preparation and clean-up center in one unit only 7 feet wide!
- Easily installed—only a few simple plumbing and electrical connections required!
- Features pushbutton controls, automatic timing clock, appliance outlets, Wonderflo faucet.

The new Hotpoint Modular Kitchen comes internally wired and plumbed—all ready for a single, easy installation in any type kitchen. It provides luxury without extravagance for today's new kitchen look. The Hotpoint Modular Kitchen is compact and versatile—designed to simplify your selling effort. This is what you've been waiting for. Get in on it now for all it's worth!

Only Hotpoint offers the world's Enthat cook everything in the



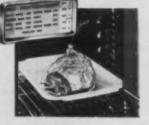


FRIES, BROILS,
SIMMERS AND STEWS
...BAKES,
DEEP FRIES, ROASTS
AND GRILLS—
EVEN BARBECUES
..AUTOMATICALLY

with Precision Temperature and Time Control!



NEW "SUPER 2600" CALROD
—world's fastest surface unit
faster than any other. Every Hotpoint Range has it!



NEW ROAST-RIGHT THER-MOMETER—roast any way you want . . . automatically! Roastlight Scale tells exact doneness.



NEW HANDI-RAISE BROILER
—lower to broil, raise to sear for
professional results without touching pan or rack.



NEW HANDI-CARVE RACK carve and serve barbecues onywhere you like right from the Rota-



COLOR-LIGHTED PUSHBUT-TONS—outomatically shows which heat is on! Color-keyed to surface units they control.



AUTOMATIC GOLDEN GRID-DLE—grills and fries with perfect golden brown results every time. (Optional for four models.)

AND ONLY WITH HOTPOINT CAN YOUR CUSTOMERS ADD DELUXE ACCESSORIES TO ANY RANGE

FASTEST cooking in Ranges book AUTOMATICALLY



NEW HOTPOINT STANDARD AUTOMATIC ELECTRIC RANGE





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he



DEN GRID-



NEW AUTOMATIC ROTA-GRILL ROTISSERIE—barbecues all



AUTOMATIC GOLDEN PRYER-

RANGE THEY CHOOSE!

NEW HOTPOINT SUPER-30 DELUXE AUTOMATIC ELECTRIC RANGE

See the Complete NEW Hotpoint Range Line for '56, now...six new 39-inch models and two new 30-inch models in all!



Only Hotpoint offers a choice of 3 to Today's Most Convenient R



NEW Hotpoint
Big-Bin

- ON ROLLERS!

 Giant-Size Swing-Out Bottle Bin
- · Giant Swing-Out "Showcase Crisper" Bin
- New Circulaire Cooling keeps fruits and vegetables fresher
- 75-Pound Capacity True Food Freezer
- Big Ideal Humidity Refrigerator
- New Dairy-Stor with Cheese Keeper, Butter Bin and Egg Rack
- New 4-Way Adjustable Aluminum Shelves
- Frost-Away Automatic Defrosting

ANOTHER Hotpoint FIRST...
The BIG-BIN

Swings "round-the-clock"
needs out in front!

Where More Freezer Space is Needed!

NEW Hotpoint



ON ROLLERS!

- Big Ideal Humidity Refrigerator holds everything within easy sight, easy reach
- Giant 123-Lb. True Food Freezer has glide-out storage basket for easy leading
- New Dairy-Stor with Cheese Keeper, Butter Bin and Egg Rack
- New Porcelain-Finished Twin Vegetable Crispers
- Frest-Away Automatic Defresting

WORLD'S MOST CONVENIENT

puts most-used foods at eye height frozen foods in separate freezer below!



to fit the exact needs of EACH family... Refrigerator-Freezers!

The Exciting New Hotpoint BIG 3
Refrigerator-Freezers on Rollers
Answer Each Family Need Perfectly!



ONLY Hotpoint HAS IT— ROLLERS ON ALL 4 CORNERS!



A touch of the toe and these new Hotpoint Combinations roll out for easy cleaning, decorating, or recovering fallen articles! Toe lever also locks so cabinet rests securely and evenly on the floor.

WORLD'S FINEST
TWO-dor COMBINATION
Food Freezer, Ideal Humidity Refrigeration,

AND "THE GREATEST QUALITY STORY EVER TOLD"!

- · with more aluminum in more models than any other line
- · world's finest refrigerator-freezer engineering
- · world's finest insulation with polyethelene-sealed fiberglas
- · world's finest forced feed lubrication

• Big 91-Lb. has its own separate outer door

• Extra-Large Ideal Humidity Refrigerator

. New 4-Way Adjustable Aluminum Shelves

New Dairy-Stor with Cheese Keeper, Butter Bin and Egg Rack

For Families With Average Needs!

NEW Hotpoint

TWO-dor

ON ROLLERS!

New Porcelain-Finished Twin Vegetable Crispers

· Frost-Away Automatic Defrosting

FRIGERATOR LINE FOR '56, NOW—FIVE NEW COMBINATION MODELS AND TWO NEW REFRIGERATOR MODELS IN ALL!





Only Hotpoint offers point offe



NEW Hotpoint SUPER SELLING FEATURES FOR 1956

World's First And Only Pushbutton 2-Cycle Automatic Washer—Uses 33% Less Hot Water Than Any Other Leading Automatic



New COLOR-LIGHTED PUSHBUT-TONS—automatically pre-select both wash and rinse water temperatures. Only Hotpoint has a selection of both!



All-New A QUAMATIC WASH-RINSE ACTION—Rubber-Finned Aquatator washes more shoroughly—more safely ... Full Power Jet Spray Rinse and Deep Oversion Rinse carry lint, suck and sail up and out!

Exclusive ALL-FABRICS WOND-R-BIAL—lets you choose the right washing cycle for every fabric—from blue jeans to Nylons. Automatic full or partial loads.



New AUTOMATIC SEDIMENT SWIRL-OUT—traps heavy sand and soil at the bottom of the tub and swirts them out and down the drain automatically! Does not recirculate through the clothes.

World's First And Finest Sealed Chamber Dryer... No Heat, No Lint, No Moisture—NO VENTING—can be installed anywhere!



PRECISION AUTOMATIC TIMER lets you select proper drying time from 15 to 60 minutes plus 30-minute extra period for hard-to-dry items... and it's all done automatically!



SEALED CHAMBER DRYING—[1] purified, heated dry air (2) takes maisture and lint from the clothes (3) cold water spray condenses maisture (4) lint and water are pumped down the drain.

New PUSHBUTTON TEMPERATURE CONTROL—provides full-range temperature selection or tumbling without heat—safely dries everything from blue leans to Nylons!



SEALED CALROD® UNITS — safe, even heat for fast, economical drying. Hermetically glass sealed for years of dependable service. Same type as used in Motpoint Ranges—no open coils.



Only Hotpoint ALL-PORCELAIN FINISH...INSIDE AND OUT PLUS ALL-STEEL ONE-PIECE WRAP-AROUND CONSTRUCTION IN ALL AUTOMATIC WASHER MODELS!

ere!

NEW HOTPOMET DELUXE PUSHBUTTON HOME LAUNDRY

Only Hotpoint ALL-PORCELAIN CHASSIS AND DRUM... PLUS HERMETICALLY SEALED CALROD* UNITS IN ALL AUTOMATIC DRYER MODELS!

NEW MOTPOINT VALUE-LEADER AUTOMATIC HOME LAUNDRY

DOZENS OF TOP FEATURES THAT WILL GIVE YOU TOP SALES VOLUME AND PROFIT IN 1956

See the Complete, ALL New Hotpoint Home Laundry Line for '56... including three new Automatic Washers, two new Sealed Chamber Dryers and two new Air Blower Dryers

Available in 5 Hotpoint Colortones and White

Only Hotpoint offers revolutionary new featuring Spot-Less washing,



First with the Finest DISPOSALL' Food Waste Disposers

MODEL MWII



- Takes food waste continuously
- Quick, quiet, efficient grinding
- Chrome-plated Cover and Sink-Stopper
- Dependable 1/4 hp split-phase motor

EASIEST OF ALL TO INSTALL!

The new Hotpoint MW11 Disposall is easier to install than any other food waste disposer because . . .

- A screw driver and an end wrench are the only tools needed to mount the MW11 securely to the sink.
- 2. Lower housing rotates through 360° to line up with existing drain opening.
- Upper housing also turns through 360° to line up its knock-out plug exactly with the dishwasher drain line—greatly speeding up installation with a pump-drain dishwasher.



DELUXE MODELS MW9 AND MWP9 the

film

dep

ag

gre

- Automatically reversing flywheel gives double-eged shredders twice the life . . . half the wear!
- Deluxe Control-Cover and Sink-Stopper
- Dependable 1/3 hp capacitor-type
 protes



dishwashing action ... <u>Spot-Less</u> rinsing, <u>Spot-Less</u> drying!

Everything comes out sparkling clean as a result of the **combination** of two exclusive Hotpoint features...

1. TWO COMPLETE FIVE-MINUTE WASHES— WITH FRESH DETERGENT EACH TIME

Everything is automatically pre-rinsed, and then washed twice—with fresh detergent in each wash—to scrub away every trace of food soil, to remove every trace of dulling film, to make everything sparkle and gleam the way every woman wants to see her dishes washed. This is Hotpoint Spot-Less Washing—World's Cleanest Automatic Dishwashing.

TH

Racks

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JXE

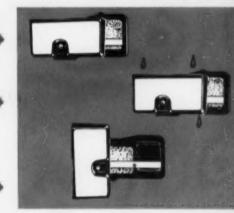
Sink-

Нуре

Detergent is poured into the two cups of Hotpoint's dual-detergent dispenser... and the tank-type cover is cocked to seal off one of the cups. During the first wash, the detergent in the first cup mixes with the water.

Meanwhile, water collects in both tanks of the cover ... but at the end of the first wash, drains out through a small hole in one of them.

Weight of the water remaining in the other tank causes the cover to flip down . . . and fresh detergent is exposed for the second wash.



2. TWO THOROUGH RINSES—WITH A SUPER WETTING AGENT IN THE FINAL SPOT-LESS RINSE

Now, drops of rinse water cannot cling to glasses or silver and deposit minerals that will spot them. "Rinse-Dry," a super wetting agent, is automatically injected in the second rinse. This wetting agent breaks the surface tension of the water, and drops cannot form to dry and leave spots. This is Spot-Less Rinsing... the greatest dishwashing advancement since the development of the Hotpoint dual-detergent dispenser.



A few drops of "Rinse-Dry,"—a super wetting agent—are automatically injected in the final rinse to provide Horpoint", exclusive new Spot, Less Rinsing



Results after

... after Hotpoint Spot-Less Rinsing

DISHES SPARKLE ... GLASSES GLEAM ... SILVER GLISTENS!-

Not because of the two complete detergent washes alone! Not because of the new Spot-Less Rinsing alone! But because of the combination of these two exclusive Hotpoint features... the combination that's going to make the Hotpoint Dishwasher easier than ever to sell in 1956.

Only Hotpoint offers an UPRIGHT Freezer with adjustable shelves for every kind of storage!



Hotpoint UPRIGHT FOOD FREEZER

has all of today's most popular convenience features!

- Uses same floor space as refrigerator Shelves adjust up or down into dozens
- Coils in walls and shelves provide
 Double-Action Freezing
- Large roller-mounted Glide-Out Storage
- Handy Juice Dispenser Rack holds 25 cans
- 3 Door-Shelves for fingertip convenience
- Automatic Temperature Control
- Automatic Interior Light
- Thick Fiberglas Insulation Positive Seal Door
- Sweatproof Exterior
- Thriftmaster ® Unit for quiet, economical operation

12 cu. ft. Model

Hotpoint CHEST-TYPE FOOD FREEZER

- Fast-Freeze Compartment for quick freezing
- · Sliding Storage Baskets keep foods easily
- Aluminum Liners for faster cold conduction
- · Counter-Balanced Lid with built-in Lid Lock
- Automatic Temperature Control
- Six-Sided Insulation
- · Economical Thriftmaster Unit
- 5-Yr. Protection Plan

See the Complete Hotpoint Food Freezer Line for '56, and learn about Hotpoint's Proven Plan for increased Freezer sales!



th e!

Only Hotpoint offers Air Conditioners for every need in so many colors at lower prices!



NEW Hotpoint Sill-o-ette

EXTRA-THIN AIR CONDITIONER

flexible installation from flush inside to flush outside!

Available in beautiful decorator colors

- Directional Louvers direct cool air wherever you want it
- Electrostatic Filter cleans air of dust, pollen, other impurities
- Three-Row Coldcoil cools with power of more than 8
 refringerators.
- Removes up to 12 gallons of water from the air every 24 hours e Two-Speed Blower
- Air Changer gets rid of stale air and odors in seconds
- Automatic Pushbuttons Automatic Thermostat
- 3/4 HP and 1 HP models—choice of colors
- Thriftmaster ® Unit 5-Yr. Protection Plan



NEW HOTPOINT ECONOMY AIR CONDITIONERS...designed for every need—every budget. Available in ¾ HP, 1 HP and 1½ HP models.



NEW HOTPOINT 2 HP AIR CONDITIONERS . . . most powerful Hotpoint model for offices, places of business, even entire homes.

NEW HOTPOINT CASEMENT AIR CONDITIONER... compact, fits easily into casement or standard windows of every size. ½ and ¾ HP models.



Only Hotpoint offers Calrod Magic Circle Heat

... FIRST CHOICE IN OVER A MILLION HOMES!

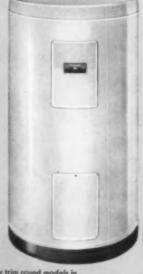
- Direct-contact Calrod Units grip tank under pressure, transmit heat to water with maximum efficiency.
- New Automatic thermostats—mounted directly on the tank for sensitive, accurate control.
- 5-Year Guarantee . . . Liberal 10-Year Tank Protection Plan.

AND NOW... new Hotpoint Super-Speed models are available for areas where the Hotpoint-pioneered high-wattage, quick-recovery concept has been adopted by power companies.

HOTPOINT 40-GALLON SUPER-SPEED round or table-top models:

- Provide more than 6 times the normal delly hot water requirements.
- Deliver up to 90 gallons of 150° water in less than two hours.
- Furnish enough hot water for three shower baths in 25 minutes from a cold start with 50° water.
- Deliver enough hot water to wash a load of clothes every hour—all day long.

HOTPOINT SUPER-SPEED MODELS HEAT WATER FASTER THAN ANY OTHER RATED HEATER, REGARDLESS OF HEAT SOURCE!



New trim round models in 30 to 82-action sizes

Newtable-top and undercounter models in 30, 40 and 50-gallon sizes. Hotpoint

First

WITH THE

Finest 10x 56

will be pre-sold to your
prospects with a hard-hitting
Merchandising Program

ls On Display

Room 1120-21 ● Merchandise Mart

SPEARHEADED BY

ABC's TOP-TEN-RATED TV SHOW





the adventures of OZZIE and HARRIET

...with Harriet doing the selling for you



- Consistent National Magazine Advertising
- Liberal Co-op Advertising
- Tested, Timely Promotions
- Comprehensive Sales Training Programs

GO WITH HOTPOINT FOR A MORE PROFITABLE 1956 AND GROW WITH HOTPOINT IN THE YEARS AHEAD!

Your Hotpoint Distributor is ready to help you— CALL HIM TODAY! look to Hotpoint for the finest... FIRST!

RANGES • REFRIGERATORS • DISHWASHERS

DISPOSALLS® • WATER HEATERS • FOOD FREEZERS

AUTOMATIC WASHERS • CLOTHES DRYERS

AIR CONDITIONERS • CUSTOMLINE

Retail Sales By Months

- CONTINUED FROM PAGE 89 -

tributed sales pace in comparison with other appliances. Sales in 1954 ranged between 7 and 10 percent, with the monthly sales high being registered in October, 9.81 percent. A secondary high showed up in September, 9.18 percent and December sales accounted for 9.13 percent.

The Weather Picture

No reasons were needed to explain the popularity of the air conditioner, or of fans of all types and varieties, during the summer months. Come the first hot day and the public was interested. Dealers in the areas studied found sales of air conditioners rising sharply to a percentage of 22.36 in June; 23.86 percent in August. For the four months of May, June, July and August the overall total was a healthy 66.52 percent. Fans followed this pattern closely with all types rising to their highest sales peak during the month of July.

From Hot to Cold

Conversely such favorites as electric space heaters, and electric blankets came into their own with the first cold snap of winter. Heaters climbed to 16.19 percent during October, dropped slightly in November, 13.13 percent and rose to a year's high in December with 17.26 percent. Blankets went from 4.48 percent in September to 9.53 percent in October, 17.55 percent in November, and ended the year with an impressive 37.15 percent. This latter sales high probably reflected the electric blankets holiday gift appeal in addition to its evident utility during cold winter nights.

Two other appliances, one in the housewares grouping, and the other a major purchase were eagerly sought for during the cold weather period. Heating pads and sunlamps were sought out during January, 14.93 percent and February, 13.91 percent, and ended up the year with December's 26.45 percent. Water heaters found their most important sales during October, 11.07 percent, with December falling into second spot with a percentage of 10.92.

Entertainment for the Buyer

Radio and television followed the sales course so plainly indicated in the studies of previous years. Summer sales of both these entertainment mediums ranged most generally below 7 percent, with television hitting a low point of 4.97 percent in June. With fall and the end of the poor program cycle the consumer turned his attention once more to an interest in purchase of a new set. Television sales were highest in October, November and December, 35.66 percent of the year's sales being made during these three months. Radio sales were highest during December, 20.09 percent, with second place falling to November, 10.58 percent, and the balance of the year's monthly buying falling into brackets under 8 percent.

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Take this store, Art Lewis Home Appliances, Indiana, Pa. Before modernization it was just another place of business—dignified and static. But after a complete face-lifting with a Pittsburgh Open-Vision Store Front, it now has distinction—is an eyestopper and attention-getter. A number of Pittsburgh Products were used on this job—Pittco® Store Front Metal, Carrara® Structural Glass, Pittsburgh Polished Plate Glass and a Herculite® Door with Pittcomatic® Hinge.

For more information on Pittsburgh Store Fronts, just send in the convenient coupon. We'll be happy to send you a free copy of our store front booklet.



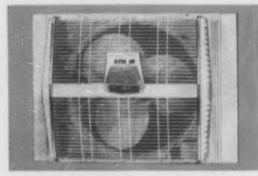
Pittsburgh Plats Glass Company Room 6108, 632 Fort Duquesne Blvd. Pittsburgh 22, Pa.

Without obligation on my part, please send me a FREE copy of your modernization booklet, "How To Give Your Store The Look That Sells."

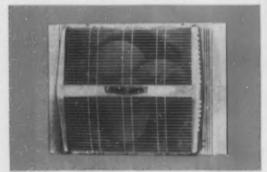
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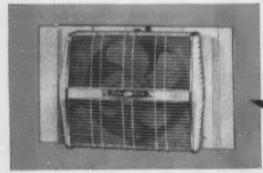


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AV20P8 Push button Control for exhaust and intake—plus Automatic Thermostat. 3 speeds. 20" Window Model. List Price..........\$88.95





AY12N2 2 speed manually reversible, 12" Window Model. List Price...\$38.95 AY10N 1 speed, manually reversible 10" model also available. List Price....\$31.95

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VARIETY OF MODELS

to fit every customers' cooling needs.

BEST

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more quality features in the best looking fans you can sell.



No. 15 FREE DISPLAY with purchase of any 6 assorted 20° window fans. Displays any two or three window fan models.



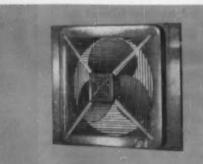
FC12A 12" 3-speed Deluxe Hassock Fan. List Price \$44.95



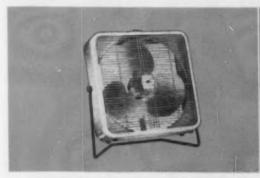
DH10N Dri-Aire Electric Dehumidifier. For average enclosed area up to 10,000 cu. ft. List Price. \$139.95
DT10 Timer available to retail for. \$0.95



WV24 1-speed electrically reversible 24" Window Model. List Price. \$99.50 Also available in 30" 1-speed electrically reversible and 24" and 30" 2-speed straight exhaust models.

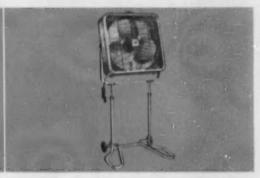


BEST FAN LINE for 56

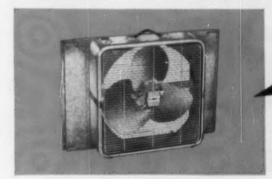


RA22 All Purpose 22" model 3-speed complete with window panels. Portable, reversible. (Swivel stand optional, extra). List Price \$59.95





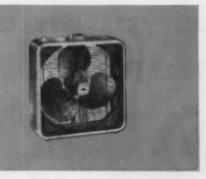
FM20 20" 3-speed Push Button Control Fan-Mobile model. \$74.95





RANGE of sales-producing prices to fit every prospects' budget.

YOU'VE EVER SOLD





HF12N 12" 3-speed Hassock Fan. List Price..... \$36.95





TP18 18" Tall Pedestal, 2-speed model. List Price..\$89.00 Also in 24" tall pedestal and 18" and 24" short pedestal models.



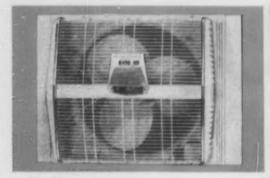
At your wholesaler. Or write for new, 1956 Catalog.

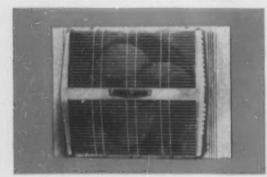
BERNS MANUFACTURING CORP. 3050 N. ROCKWELL ST., CHICAGO 18, ILLINOIS

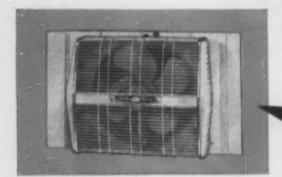
> BOOTH NOS. 496-498 JANUARY HOUSEWARES SHOW NAVY PIER-CHICAGO



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to fit every customers' cooling needs.

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more quality features in the best looking fans you can sell.



No. 15 FREE DISPLAY with purchase of any 6 assorted 20" window fans. Displays any two or three window fan models.



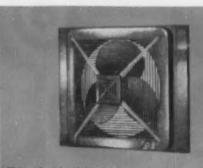
FC12A 12" 3-speed Deluxe Hassock Fan. List Price \$44.95



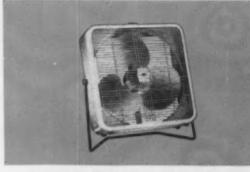
DH10N Dri-Aire Electric Dehumidifier. For average enclosed area up to 10,000 cu. ft. List Price. \$139.95 DT10 Timer available to retail for. \$9.95



WV24 1-speed electrically reversible 24" Window Model. List Price...\$39.50 Also available in 30" 1-speed electrically reversible and 24" and 30" 2-speed straight exhaust models.



BEST FAN LINE for'56

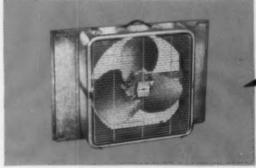


RA22 All Purpose 22" model 3-speed complete with window panels. Portable, reversible. (Swivel stand optional, extra). List Price. \$59.95





FM20 20" 3-speed Push Button Control Fan-Mobile model. List Price. \$74.95



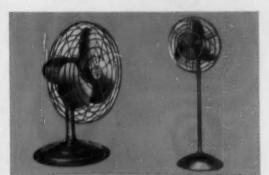


RANGE of sales-producing prices to fit every prospects' budget.



RA14 All Purpose. 14" 3-speed model. Portable, reversible. Comes with Casement Window Hanger. Window panels extra. List Price. \$29.95





RA20 All Purpose 20" 3-speed model complete with window panels. Portable, reversible. List Price...... \$52.85

TP18 18" Tall Pedestal, 2-speed model. List Price . \$89.00 Also in 24" tall pedestal and 18" and 24" short pedestal models.



BOOTH NOS. 496-498
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NAVY PIER—CHICAGO



HF12N 12" 3-speed Hassock Fan. List Price \$36.95

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WITH EXCITING NEW PRODUCT FEATURES..

Hydraulic valves for power regeneration that automatically compensate for differences in pressure and flow rates . . . all brass, interchangeable, practically stickproof.

Oversize all-brass screen, selfcleaning, and eliminates the need for gravel.

Automatic bypass during regeneration . . . water service never interrupted.

Two-piece adjustable tank feet. Large top-filling hole to facilitate adding salt.

Gleaming white tank with noncorrosive coating to protect inside lining . . . guaranteed for five full years.

BRAND-NEW TOOLS TO HELP YOU SELL

Complete water-testing kit.

Demonstration lavatory to compare soft and hard water. Complete sales brief case.

Special newspaper ads, signs, displays, and other valuable merchandising material.

A NATIONAL ADVERTISING CAMPAIGN TO BACK UP YOUR OWN SELLING EFFORTS

Big ads...appearing regularly in Good Housekeeping, featuring the Good Housekeeping guarantee seal—

symbol of quality for American Families.

Now is the time to get all the details and start cashing in on a potentially rich market where the sky is the limit.

-Myers

WATER SOFTENERS

Myers To arrange for a Myers representative to call on you and explain the profitable Myers water softener dealer plan, send this coupon today to: The F. E. Myers & Bro. Co., 4601 Orange Street, Ashland, Ohio.

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Company		
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City	State	

BEST LIGHTING YEAR YET (continued)_

being made available to people retailing lighting at the local level. Guides have been drawn up on buying. Others are offered for stocking and display. Proper grouping of related lighting fixtures is being emphasized constantly. Builder packages are designed to cover the new home market and suggested retail advertising is available to retailers. This is part of the approach to sell lighting as specific items or groups of items.

Basic Industry Problems

General Electric's lamp division made a survey of the residential field this past year. The aim of the survey was to get a frank, objective look at the lighting field and the residential market today. All phases of the industry were contacted (utilities, retailers, distributors and manufacturers).

The results, when boiled down, bring out basic points:

• Need for creative salesmanship in the residential field.

• Desire for good lighting in the home has been created but follow-through was just not there.

• Need for greater leadership on top levels.

 Apparent lack of standardization on pricing procedures, discounts and distributive policies.

What can be done about these facts? Simply recognizing the needs must come first. Then we must try to correct them.

Lighting people are now working out ways to supply this needed leadership, to stimulate creative selling, to increase or intensify public education and to make available training on designing, selling and merchandising at a professional level. There is also the desire to create recognition for the need of lighting centers or retail outlets which might concentrate on the complete home lighting picture.

Test Program Launched

In 1954, General Electric asked Ebasco Services, an engineering, construction and business consultant firm, to look into possible solutions. The challenge was to develop and field test a program on what it takes to sell the residential market.

This is now being done. Ebasco worked with two of its utility clients, Kansas Gas and Electric (Wichita) and Mississippi Power & Light (Jackson).

The utilities in each of these two pilot programs were selected to supply the leadership. In supplying this leadership, they helped take the lead in education and training. The utility is, in effect, the hub around which the various facets of the industry learns, works and sells. For this program, as developed, is a total industry program. No one firm, company or manufacturer controls it. The lighting industry, to crack the residential potential, must work as a cooperative, cohesive unit.

The two programs opened in preliminary form about November, 1954. Actual movement got underway about the first of the year (January, 1955).

Each utility appointed a residential lighting coordinator to oversee the

program. (Selling lighting requires one person with fulltime responsibility.) A builder coordinator was set up to work with new construction. A retail sales coordinator was appointed for portable and fixture sales. (The two cannot be combined. They do not speak the same language.) Demonstration specialists were used to handle mass and group promotions. Home lighting specialists (women) were trained to make direct calls on customers and to follow up on prospects.

Many ways of finding and developing prospects were used. A key method was the "lighting party" approach. Once a light conditioned home or room was sold and installed, the customer was asked to give a lighting party and to invite friends. The lighting specialist was present to tell the lighting story.

The pilot programs show that over 60 percent of the people attending these parties were qualified prospects and that 70 percent of this qualified group (45 percent of all present) were sold some type of lighting through the party technique.

Neither of the two utilities co-

Neither of the two utilities cooperating in this pilot program merchandise appliances. But they are merchandising portable lamps to a limited degree. They have a package of three portable lamps (floor, table and wall) in one color and one style.

The utilities are not trying to outsell retailers. It is a move to give the active leadership which is needed. And it is significant to note that this approach gets down to the retail level of selling. It is this jump or closing the gap which has been recognized. For until lighting is really sold and not just supplied or made available, it cannot reach the residential potential. The programs are working on the basis of getting the consumer to want good lighting and to educate the suppliers and retailers to have it there when wanted. And to sell it.

wanted. And to sell it.

The lighting industry has long looked for proof that it could be done. And they wanted proof that it could be done at a profit. This is important. If the utilities can demonstrate and prove there is a profit in creative selling, both the lamp and fixture people

will be willing to cooperate.

The utility is equally concerned on the profit angle. Can they afford to promote such a program? Under the two test runs, utilities spent about 60 cents per residential customer. The return has been well in excess of this 60 cents at the end of the first year. It took about six months to reach the break even point. Since then, the return has been around one dollar per customer.

Utility executives claim lighting can be a most profitable load. They feel the money spent has been justified. And they indicate that their sales results exceeded their budget. Both Wichita and Jackson indicate they will continue and expand the lighting programs in the future.

Air Conditioning Helps

One new development is stimulating interest in lighting. This is air condi-

tioning. In the southern parts of the country, utilities have found the air conditioning load built up in summer is out of balance. They are interested in winter loads and in night time loads. This is now becoming a factor in the north. One big eastern city experienced its first major peak from air conditioning during the past summer. Heavy use of electricity in industrial and commercial fields has added to this load.

Utilities have two types of loads or peaks. A seasonal one (as air conditioning in summer) and a daily one (as industry and air conditioning during daylight working hours). Utilities are looking for ways to round out these valleys and humps. And they are interested in the fact that residential lighting may be a partial answer.

What about the retailer? Has he changed in any notable way? While it is still too early to pin this down, things have happened. Electrical contractors have put on fulltime installation men. Where one firm had only one, it now has three for the existing home market alone. Others are devoting more display space to lighting fixtures and equipment. One is building a new store. Others have full time salesmen on lighting alone.

Retail Sales are Up

What happened to retail sales? From results of the first six months of the two programs, lighting fixture sales went up from 15 to 49 percent. A chain outlet reported a 73 percent increase in all types of lighting (43 percent in fixtures alone). Sales of portable lamps rose from 15 to 70 percent. The snowballing effect of accumulated sales, along with radiation and coordinated promotion, brought the total residential lighting business up in both areas.

The two pilot programs point out both general and specific points which are worth consideration.

The program to sell residential lighting must be a continuing effort. It cannot be a "hot shot" campaign for a limited time. It must grow and build an enthusiastic backing by top management.

Both programs found that there is no automatic enthusiasm generated by the mere mention of light conditioning. In retail advertising it was found that specific items and solutions must be offered. Customers do not buy general ideas, they buy merchandise. And this mercandise must be sold. The people working with these two programs found that glamour is more attractive to the consumer than eye conservation. It is appeal, not just function, which helps sell residential lighting in the home.

The lighting industry makes no claim to having found the perfect solution to sell the residential market. Far from it. They do not believe they have the only way of doing it.

But selling the residential market will have to work under a continuing, industry-wide program. It will take time, work and money. There is no easy way to do it. But the results will justify the effort.

End

Steel Kitchen Cabinets

SECOND RECORD IN A ROW

Color and built-ins add impetus to building boom to push unit sales ahead 19 percent. Further gains are seen for 1956

THE year of 1955 set new records for the steel kitchen cabinet industry. Over four million units (4,046,000) were shipped to market for a retail total of more than \$209 million (\$209,328,000). This represents the top year in the industry (see charts), showing a gain of 19 percent over last year in units and a jump of 20 percent in dollars. From all indications, the coming year of 1956 may prove as good or even better.

While the industry gain levels

While the industry gain levels around the twenty percent mark, firms in the field report varying figures. Some of the cabinet people peg the year of 1955 right on this 20 percent. A few put it about five to ten percent over 1954. Some put it even. One report shows a jump of 230 percent over 1954. Most put unit increases slightly below dollar increases.

Looking more closely at these gains, a recent survey by the Steel Kitchen Cabinet Manufacturers Association indicates which products helped produce the sales volume. For the first nine months of 1955 (against the similar period of 1954), sink front units were up 82 percent. Under sink cabinets rose 81 percent. Cabinet sink units themselves were up only one percent. Base cabinets rose 35 percent. Wall cabinets were up 16 percent. (But wall cabinets represent 43 percent of entire sales for the field.) Utility cabinets showed a slight decrease of 3 percent.

1956 Looks Like a Good One

The forecasts by individual firms for 1956 look good. The industry feels the year ahead will rack up another gain. Some would place it at 20 percent, others closer to ten percent. With continued enthusiasm and sound merchandising, the 20 percent figure may well be reached for two years in a row.

Why did 1955 hit a new high? The answers come from many corners. The

healthy overall economy, coupled with a steady building boom in new construction and a real toe-hold by builtin appliances, has helped steel cabinets along. Since 1955 was a much more competitive year at all levels of the industry, this factor stimulated activity from design and production through merchandising. The market

was brisk in 1955. The push behind this competitive picture stems from many points. Companies are expanding their facilities, both on production and sales levels. More manufacturers are in the business. Some of these have been only a small factor in the field before this year. But the recognition of an expanding market, including activity from the full line appliance people who are now pushing cabinets with the complete kitchen package, has added competition. Some of the industry feels that manufacturers have granted price concessions to get a greater share of the current builder business. And price incentives have been offered to dealers who are looking for deals or merchandising twists. There is some indication that certain firms have tried to buy their way into the industry on a large scale, contributing to the price war at the builder

Wholesale Prices at Bottom

Will 1956 be a continuation of this competitive picture? It may well be. Some feel that prices have reached a "near bottom" and that some state of

Two Years Statistical Summary Kitchen Cabinets, Steel

1955 1954
Units Sold 4,046,000 3,372,000
Retail Value \$209,328,000 \$174,440,000

stability will be reached in 1956. Many in the industry feel the coming year will be about the same as far as competition is concerned. A few feel there will be more emphasis on planning, styling and tie-in with appliances.

The builder market has had a notable effect on the steel kitchen cabinet industry; 1955 brought this into focus. Much of the industry claims to have a substantial share of new construction business. They are riding along with the housing boom, for the builders are merchandising with the kitchen.

(SKCMA's recent survey, taken in November, indicates that installation of cabinets by members divide 48 percent for new construction, 52 percent for remodeling. Several years ago this ran 30 percent for new construction and 70 percent for remodeling.)

Some lay the builder business right on the line. They say (in no uncertain terms) that you have to be in the builder field or you are not in the kitchen cabinet business. This may be a bit too strong for the true facts. But it is becoming increasingly evident that new construction leads the field in styling, trends and volume as the choice prestige market.

Inventories remain somewhat similar to the start of last year. Some consider both manufacturer and distributor level high. Dealer inventory, as usual, is very slim. To most, inventory can be summed up as "normal" or "uniform."

Some comments pin it down as "high at factory levels, moderate at distributor level." Others call it "reaching an all-time high at both factory and distributor levels." Stocking color units requires a higher inventory. And with the battle from each firm to get a greater share of the market, there may be over and under supplies as the market is tapped. Inventories will be a spot to watch dur-

ing the first half of 1956.

Prices Up 10%, May Rise Again
Retail prices for steel kitchen cabinets rose about ten percent during 1955. This general boost, based directly on rising steel and labor costs, went into effect during the middle of

the year.

Will there be another price rise during 1956? Much of the industry thinking indicates there may. But this is directly dependent upon the stability of steel. The recognition of basic costs (steel and labor) indicate this may happen. "At the price levels prevalent in the industry today," comments one manufacturer, "any increase in steel will tend to boost retail prices." General feeling is that this contemplated price rise will be modest—close to the ten percent figure of 1955.

With the general upping of prices, across the board, the competitive picture may well continue on the low end of the line. There is good evidence that the low end will become lower. This may not be sold or moved at retail in any great quantity, but





Courtesy GOOD HOUSEKEEPING

merely a competitive offering to meet competing firms on promotional items.

But if the past year is different from the previous one, what caused it? What is the difference? And where are the changes? No one factor can be singled out to bear the brunt of the credit or blame.

One of the more obvious is the increased popularity of built-in appliances, notably the built-in oven and surface units. The dishwasher has also rolled up sales along with this trend. Built-in refrigerators and freezers have picked up the ball. All these units, in some way, must work with cabinets. Specialized units in some cases or just adequate space in a well planned kitchen on the other. The general styling and design for kitchens featuring built-in equipment calls for modern, up-to-date cabinet space.

The continued lack of standardization still causes much trouble for the cabinet people. The wide variation in oven sizes by appliance manufacturers means a wide line of cabinets for housing these must be available, or that a cabinet firm must single out the most prominent units and concentrate only on these. Attempts at standardization have been made on an industry-wide approach with the help of the Steel Kitchen Cabinet Manufacturers Association. But little has been accomplished.

Some firms have come up with adjustable cabinets to house the appliance makers' ovens. Others have developed a limited number of cabinets which can be altered in the field to accommodate most built-in cooking units. There seems to be little hope of any real achievment in standardization in the near future.

But the industry feels that the growth of built-in appliances has helped create an interest in kitchen cabinet sales as a direct result of cabinet requirements for these units.

Color Becomes Even More Important

Color has helped the cabinet people move their goods. Not without a bit of pain here and there, for color selection has been rough to handle. Color lines have been kept simple and few in number. Too wide a choice could break any marketing setup. Inventory and production

problems have made it rough.

Has this color trend stabilized? Most of the industry thinking says no. There is a strong feeling that the color trend in the cabinet and appliance field will continue to grow for the next several years in both acceptance and demand. The picture may become even more complicated in the time shortly ahead.

Color today is being used as a competitive sales tool. Especially where wood is trying to make inroads against steel. Color simulating wood has been introduced. Wood has been placed (as doors) on the fronts of some metal cabinet lines. The creative use of color in selling, both to builders and to dealers, has given a competitive edge where only design features and depth of lines were used before. Color has become an important part of the merchandising picture. It will become more important in 1956.

The financing picture has showed little change during the past year. Credit has been available in most spots. But there have been some indications of trouble and softness. Financing has been spotty in certain

parts of the country, especially during the last quarter of 1955. There is no direct evidence that can pin this on the appliance or kitchen cabinet field. It is a general area or regional situation where credit has proved tight. This should loosen up during the opening quarter of 1956.

Builders Sell the Built-ins

Tied directly to the increase of built-in appliances is the growth of the builder market. The two work together. Builders today are working with built-in equipment in the kitchen. It has proved a successful sales pitch to move the many new homes. It will continue to help merchandise the housing boom.

The new construction field is receiving greater emphasis today. The new package or modular units are moving well in the builder market because they take up comparatively little space. From both the appliance and cabinet industry, builder sales can mean high volume in units with a more concentrated and less expensive pitch. Almost every steel kitchen

(Continued on page 134)



COLORFUL NEW LINE OF REFRIGERATORS AND FREEZERS —AT PRICES THAT MAKE SENSE!

This fast-sell merchandise opens up your market—and at prices that bowl over sales resistance (there's something in the till for you, too!) Quicfrēz is really on the move...soon many more good territories will be open. Now... find out about the Quicfrēz deal—you might even want a franchise for yourself!

See Quicfrez at the Chicago Furniture Mart...or send the coupon, write, wire or phone today.

QUICFREZ, INCO P. O. Box 471 Fond du Lac, Wise			
Send full information for 1956.	ation, including p	prices, on the (Quicfrēz
NAME			
NAMEFIRM			

Steel Kitchen Cabinets

- CONTINUED FROM PAGE 133-

cabinet firm contacted reports increased business in new construction.

"The present picture looks encouraging for steel kitchen cabinets in new construction," comments one manufacturer. "More builders are becoming aware of the installation cost advantages. Nationally advertised brand name consciousness is becoming more important to them in the sales of their houses." Others point out a trend towards increased acceptance of steel cabinets in the new building field—a trend that may grow during 1956. There is some feeling that the building trade is attempting to avoid the "sameness" which is developed in project building through the use of wood grain kitchens.

While the new construction market

While the new construction market grows in acceptance for steel kitchen cabinets, the remodeling field is in a semi-dormant state. Some of the industry feel they are holding their own in this existing construction field, a few that the remodeling customers still prefers steel and will continue to do so.

Why? One viewpoint claims that there are too few dealers concentrating on this phase of the market. Another view is that remodeling has suffered because "emphasis has been placed on the large volume, new con-struction accounts." One company spokesman thinks remodeling has suffered because of "the competition with other package and traffic goods on dealers' time and energy." Commenting that it is a slow and hard educational program, he says that "wholesale salesmen are more prone to spend their time and effort in securing an order for 100 kitchens on a new construction project rather than almost the same time and effort to establish a good kitchen retail dealer who might move only a dozen or so kitchens a year."

A minority in the field think remodeling has kept pace with new construction. They cite as evidence the fact that the sink business ("as we once knew it") is showing considerable loss, while packaged kitchen sales are increasing rapidly at the retail level.

No One Dealer Is the Best

The distribution problem is a tough one today. Especially when working on the dual builder and/or dealer market. There has been no apparent change in the type of retailer selling and merchandising steel kitchen cab-

inets during 1955. There is some indication of a more specialized type of dealer, and that the total number of dealers has grown.

What is the best type of retailer for steel kitchen cabinets in today's market? The quick answer is that no one is best. But ideally it could be the kitchen specialist. A specialty type of merchandising approach where the concentration is on the total product—the kitchen, working with the kitchen as a unit, not just individual cabinets or appliances. The appliance dealer comes out second in today's market. But he may not be in this spot tomorrow. His volume, mass market is interesting. Numerically, he is the strongest. This alone indicates the mass selling job he could do. But since his attention is focused on retailing plug-in units and not the complete kitchen installation type of approach, his future is undecided.

"The best type of retail outlet," comments one well formed opinion, "is the dealer who specializes in remodeling and whose total volume is at least 50 percent represented in the sale of kitchen cabinets." Others admit that the appliance dealer, numberwise, would be best, but they add, "Our best type of retail outlet, per capita, would be the kitchen remodel-

ers and plumbers."

The industry does not attempt to classify just which type is best or how the types split up in handling steel kitchen cabinets. The market works with both clear cut types (specialists) and many combination types of retailers. This is indicative of a transition market. Distribution is being forced through many channels. But in the present picture, where quality and quantity do not always intermix, the kitchen specialist heads the list. The appliance dealer is perhaps second and the plumbing contractor comes third. There is no one best type right now. The industry needs every retailer it can get.

Promotion, education and training are needed to crack the remodeling field. Much of this is now being done. But selling the existing construction field is expensive. Current promotions like the Steel Kitchen Cabinet Manufacturer's Association steel kitchen cabinet month in September are a help on the consumer level. U. S. Steel's coming repeat of its "Wifesaver" promotion is of great help on the retailer level. End

COLD PLATE SPECIAL

Next month Electrical Merchandising serves up its annual Air Conditioning and Fan issue. In it you'll find market studies on both these products plus articles on how successful dealers sold them last year and expect to sell them this year. That's the February issue of

ELECTRICAL MERCHANDISING

BANK ON Quicfrez

...for quick sales and profits!

REFRIGERATORS AND FREEZERS AT PRICES THAT GIVE YOUR CUSTOMERS A BREAK, AND THERE'S SOMETHING IN THE TILL FOR YOU, TOO! No need to lose your margin when the public resists high-price tags. Here are quality refrigerators and freezers with all-modern features, excellently styled.

Too...the price structure makes sense...bowls over sales resistance with good profit in the till for you after the sale is made. So...BANK on QUICFREZ to bank your profits!

QUICFREZ is expanding and on the move! There are good franchises open. Now...find out about the QUICFREZ deal-you might even want a franchise for yourself!

QUICFREZ REFRIGERATORS
5.6 to 10.2 cu. ft. models, in beautiful new colors and bright new features... Pushbutton automatic defrosting * Big freezer chests * Quic Chill tray * Many other advanced features. Fill in the coupon, write or wire. QUICFREZ FREEZERS 4.2 to 20 cu. ft. capacities in space saving designs • Long life • Effi-cient, quiet operation A QUICFREZ SPECIAL FOR SMALL SPACEI 5.6 cu. ft. refrigerator and 4.2 cu. ft. up-right style freezer, with 7.5 sq. ft. plastic covered counter topl Overall dimensions only 48" wide, 40" high, 28½" dep. (Refrigerator and freezer available separately.)

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Send full information, including prices, on the QUICFREZ Line for 1956.

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ELECTRICAL MERCHANDISING-JANUARY, 1956

PAGE 135

Get the cream of the fan market with







Model 7730

Automatic! Thermostat-controlled! Electrically reversible!

Arvin 20" Window Fen complete with penels—When room heats up, fan starts. When room cools, fan stops. Changes from intake to exhaust at the flick of a switch. Easily installed expandable panels fit double-hung frame sash 27" to 37" wide. Three electronically balanced aluminum blades with quiet-running rubbermounted steel hubs; 4-point cross-braced support for 3-speed, 6-pole weatherproof motor. Nickel-and-chrome grille, coppertone finish, 8-foot cord.

Arvin "Super Twenty" window fan with Power Plus meter—Absolute tops in a complete 20' window fan package. Three speed, 6 pole, weatherproof Power Plus motor is premium quality, permanent split capacitor type. It is more powerful, more efficient, runs cooler, uses less current and reverses instantly without strain. The "Super Twenty" is tops in appearance, too, finished in charcoal gray enamel with brass-plated grille. Model 7731, \$69.95.

5-YEAR GUARANTEED FANS

RIGHT SIZES—RIGHT PRICES—RIGHT PROFITS! Here's the Arvin 1956 line, with two new 20" electrically reversible, thermostat-controlled beauties which will rock the whole fan market. And with a solid 5-year guarantee back of every fan in the line! Your customers know Arvin's reputation for quality. Get your order in now so you won't be caught short when the first heat wave comes! You'll find solid selling help in Arvin displays, banners, mailers, ad mats.



Arvin 20" Deluxe Portable Fan

Air circulator, window intake or exhaust

Model 7620 \$4995

Anywhere inside the house it kicks up a young hurricane; in a window it does a whale of a job blowing in fresh air or blowing out stale air. Chrome-and-nickel grille front and back; pearl gray enamel finish; handy carrying handle.

Model 7520 complete with panels—All engineering and mechanical features of Model 7620, plus matching expandable panels for a complete window installation. Can be installed from inside the house by any one who can use a screw-driver. \$49.95



Arvin Portable "Hi-Lo" Pedestal

For all 20" fans. Light weight, vertically adjustable, rolls easily on rubber wheels. Maximum height, 60" to top of fan; minimum, 31" to center of fan. Finished in pearl gray and chrome. Fan rotates through 360°, held firmly in any position by plastic knobs. Model 602 \$19.95



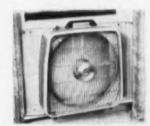
Arvin I4" Portable Fan

with swivel stand

Model 7614 \$3295

Model 7414 without stand, \$29.95

Two-speed, 4-pole weather-proof induction motor, nickel-and-chrome grilles front and back. Pearl gray finish; 8-foot cord; non-slip rubber feet. With Swivel Stand, air may be directed up, down, in or out, at any angle. This fan is the size and price that moves fastest when the temperature suddenly goes up. Make it the foundation of your profitable fan business in '56!



Window panels for portable fans

Finished in pearl gray to match fans. Expandable to fit any double-hung frame sash 30" to 40" wide. Easily installed from inside without \$500 ladder, with screwdrivers.

Model 601 Panels—for 7620 Fan Model 614 Panels—for 7414 Fan

THESE ARVIN FEATURES HELP SELL FANS FASTI



Quiet weather proof motors



8-foot rubbercovered cord



Finger-proof



Electrically balance



Easily portable



5-year



Easily installed

Electronics and Appliances Division, Arvin INDUSTRIES, Inc. Columbus, Indiana

SELL UP!
SELL PORCELAIN!

preferred 5 to 3





Resists acids and alkalies! Wipes new like a china dish!

Won't burn! Won't stain! Won't fade or change color!

*Independent survey of 2,000 Saturday Evening Post families shows Porcelain enamel the first choice by a 5 to 3 margin, for the exterior finish of Clothes Dryers. There are good reasons for this, briefly summed up at the right.

Won't rust or corrode!
Truly a lifetime finish!

Won't scratch! Won't wear through! It's fused to the metall

PORCELAIN ENAMEL gives you a big sales advantage!

POINT UP THE USER BENEFITS FOR BIGGER, MORE PROFITABLE SALES!

FERRO

FERRO CORPORATION Cleveland 5, Ohio developers of today's finer porcelain enamels

For more news of Consumer Preference in Appliance Finishes, see pages 33, 65 and 301

Vacuum Cleaners & Floor Polishers

A PICKUP AND A SHINE



Cleaners break dollar volume record and polishers reach a new peak in both dollar and unit sales. Canisters account for 60 percent of the vacuum cleaner market

ACUUM cleaners rolled up an impressive 25.28 percent increase in unit sales during 1955 and most manufacturers predict the trend will climb right into 1956.

Meanwhile, a sister appliance, the floor polisher, scored the best year in its history during 1955. Sales totalled 375,000 units with a price tag of \$20,-250,000.

3,330,000 vacuum cleaner The sales, valued at \$292,806,900, topped every year since 1950. While unit sales were higher in 1947, 1948 and 1950, the 1955 dollar volume is an all-time peak for the vacuum cleaner

Providing the basic fuel for the record climb was the general prosperity

of 1955. But other factors were important: 1) increased advertising, 2) more promotion at the local level, 3) lower prices, and 4) new and better

These four spurs, driving sales and dollar volume higher and higher, are clues to a changing distribution pattern in the vacuum cleaner industry. The dealer is gaining; the direct-from-factory salesman is slipping.

The Dealer Stars

Prior to the war, of course, the vacuum cleaner was not an appliance store item . But since the dawn of the postwar era, appliance dealers have been carving out a bigger and bigger chunk of the market.

Only three years ago, in 1953, when leading manufacturers were asked what share of the market belonged to dealers, the top estimate was 50 per-Most producers thought the retailer was getting much less. However, this year the manufacturers agree that the "vast majority" is going through retail outlets.

Among five leading makers, the lowest estimate of the dealers' cut was 55 percent. Two manufacturers put the retailers' share at 70 percent and one producer judged it was 60 per-cent. This is an upgrading from last year when only one manufacturer estimated 70 percent and the majority put the figure below 60 percent.

Most of the manufacturers added

TWO YEARS STATISTICAL SUMMARY VACUUM CLEANERS

	1955	1954
Floor Units Sold	3,330,000	2,458,100
Average Retail Price	\$87.93	\$95.73
Retail Value	\$292,806,900	\$254,459,900
Hand Units Sold	110,000	133,400
Average Retail Price	\$31.15	\$31.03
Retail Value	\$3,426,500	\$4,145,600
*Homes Owning	29,586,000	27,865,000
*Homes Without	16,414,000	16,912,500

*Floor Units Only

that the trend has not reached its climax yet; it should continue in 1956.

This move to dealer sales accounts in part for two developments in the industry; the increased advertising and the lower average price. The basic concept of the product is chang-

One manufacturer states his philosophy thus: "The vacuum cleaner is no longer a specialty item or a major appliance. Today, it is a traffic appli-There are many brands of ance. . . vacuum cleaners on the market selling at prices no higher than those of electric fans, broilers, mixers and roasters, which are marketed as traffic appliances and sold on the basis of heavy consumer advertising, mass retail exposure, popularity of national brand and very little demonstration. We feel that 1956 will reflect a marked increase in this trend."

Another producer said the vacuum cleaner has attained "a new dignity" since World War II. "It has now become an advertised product sold by dealers," he said. "Refrigeration men no longer consider it beneath their dignity to sell vacuum cleaners."

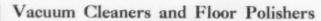
The producers agree that in major markets, stiff competition from discount houses and aggressive dealers has crippled the operation of factorydirect, house-to-house sellers. In smaller communities (under 50,000 according to one estimate) there is still room for the outside selling.

Canisters Are Gaining

The canister type of cleaner now accounts for about 60 percent of industry output, according to the es-timates of most manufacturers. (Although, at least one producer thinks the true ratio is only half that percentage.) Tank types take up be-tween 20 and 40 percent of the market, according to the estimates, and uprights also are somewhere in the 20-to-40 percent bracket.

While these guesses are so varied they are almost useless, three definite conclusions can be drawn: 1) canisters are by far the most popular and probably will increase, 2) uprights have hit their low ebb and will hold their own and possibly increase from

(Continued on page 140)



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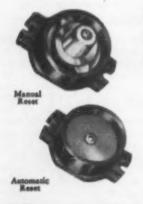


"KLIXON Protectors Save Dollars, Build Customer Goodwill," Says Appliance Service Manager

UTICA, N. Y.: Mr. Richard Henschke, Service Manager of Schwenders, Inc., knows the value of Klixon protected motors in appliances. He states:

"Despite increased sales, service calls on Klixon motor operated appliances have been so few, that we feel that Klixon Protectors should be used more extensively as they practically eliminate costly burnouts.

"Klixon Thermostats as used on heaters and automatic clothes dryers have given the same trouble-free service record. This benefits both us and our customers by added good will and dollars saved."



KLIXON

Klixon Protectors Reduce Service Calls and Repairs by **Preventing Motor Burnouts**

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customerpreference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE BOOKLET, THE STORY OF THE SPENCER DISC."

METALS & CONTROLS CORPORATION SPENCER THERMOSTAT DIVISION 2501 FOREST STREET, ATTLEBORO, MASS.

now on, and 3) tank type cleaners probably will decline even more.
In 1953, there seemed to be a trend

toward more even sales throughout the year. The December high was only 3.91 percent above the August low. However, in 1954 (the last full year available), December sales accounted for 13.41 percent of the year's total—an all-time record. This was 6.51 percent above the July low of 6.90 percent. The second best sales month, at retail, was November with 8.97 percent of the year's volume. May was the third biggest month, with 8.65 percent and April followed closely with 8.62 percent. At the manufacturing level, the best month in 1954 was March when 10.4

percent of the year's inventory was moved. October was the next largest with 9.9 percent and September and November both had a healthy 8.9 percent. This activity at the producers' level, of course, is reflected in the record high December sales at retail. The low month for manufac-turers was August with 7 percent.

In 1955, at least one manufacturer said he thought sales at his echelon were leveling out. "In the past, vacuum cleaners have sold mostly in the spring and fall," he said. "Today, with the possible exception of July which is still a weak month and perhaps November which is still a strong month, there do not seem to be any outstanding months."

Another manufacturer said that, out of the first 10 months of 1955, March and October were outstanding. February, March and September were cited as better than usual months by another producer.

It's a Replacement Market

Vacuum cleaners, with a saturation of 64 percent, are in a replacement market. According to ELECTRICAL MERCHANDISING'S 1955 Replacement and Trade-In Survey, 64.1 percent of the vacuum cleaners sold went into homes that already had a unit. This ratio is topped only by refrigerators (72.1 percent) and washers (71.3 percent). Even ranges (63.6 percent) are slightly below the vacuum cleaner fig-

Although saturation is increasing, the actual percent of trade-ins is dropping. In 1954, 32.7 percent of the sales involved a trade-in. However, in 1955, only 27.7 percent included trades.

This ratio varies from year to year, but from 1949 through 1952 the percent of trade-ins was considerably higher than the present figure. Only in 1953, when trades dropped to 26.7 percent, did the ratio of trade-ins slip below the present level.

Compared to other appliances, however, vacuum cleaner trade-ins are not out of line. As opposed to the 27.7 percent of trade-ins for vacuum cleaners, washers have a 47.7 percent trade, refrigerators are 45.3 percent, ranges are 35.1 percent and even television is 24.5 percent.

The important point is that while 64.1 percent of vacuum cleaner sales

are replacements, only 27.7 percent involves a trade-in. Part of the reason for this may be that almost half of the dealers in a recent survey did not accept vacuum cleaner trade-ins. A bare majority, 55.3 percent, handled trades.

Even among the vacuum cleaners that are accepted by dealers in trades, most of them (56.3 percent) are junked. This percent has been steadily growing (although one previous year, in 1953, 57 percent were junked).

The percent that can be sold "ashas dropped steadily until it reached 12.3 percent in 1955. Dealers are moving out the second-hand units at a faster clip than before and whereas, in 1950, the retailers had 22.4 percent on hand, in 1955, the inventory stood at only 7.7 percent.

Disposition of Cleaner Trade-Ins

	Junked	Rebuilt & Resold	Resold "as-is"	On Hand
1950	23.5%	31.2%	22.9%	22.4%
1951	34.7	27.3	20.1	17.9
1952	36.4	23.9	16.9	22.8
1953	57.0	13.4	18.8	10.8
1954	54.0	22.8	13.0	10.2
1955	56.3	23.7	12.3	7.7

This table would indicate that: 1) consumers are demanding better cleaners today, 2) more people are refusing to buy second-hand units unless they are refinished, and 3) dealers are tying up a minimum of capital in used cleaner inventory.

Regionally, vacuum cleaners seem to sell best in the east north central. Whereas the national average is 49 sales per thousand customers (44 in 1954), the east north central sells 70 per thousand. The 1955 figure is even better than the 1954 average for the

area—62 per thousand. In 1954, the middle Atlantic states were second with 57 sales per thousand and the Pacific region was third with 41 sales per thousand. However, in 1955, the Pacific area enjoyed a considerable increase, advancing to 68 sales per thousand and edging out the middle Atlantic area which had 60 sales per thousand.

The only two areas where vacuum cleaners declined were in the west south central (from 30 in 1954 to 28 in 1955) and in the mountain region (from 38 in 1954 to 37 in 1955).

The Road Ahead

Looking into 1956, most manufacturers see another prosperous year. Of five major manufacturers, two foresee increases of about 20 percent. One producer said the increase would be between 15 and 20 percent, and the final two said they saw another year "about as good as 1955."

One of the manufacturers who predicted a 20 percent advance said "new design and new features will be introduced to develop an increased con-sumer demand. We feel that replacement sales will substantially increase

in 1956 over 1955."
The other "20-percenter" said that he was predicting the 1956 increase even though 1955 was "one of the industry's biggest." He added, "We (Continued on page 142)

1956 Fan Fair Campaign DIEHL'S

push your sales (and profits) sky high! Look what leads the parade!

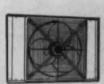
NEW MODELS!



New Portable 3-Way Ventilator | Built Right... Styled Right... Priced Right.



New "Do-It-Yourself" " "Pancake" Direct Drive Attic Ventilator!



New 20" Electrically Reversible

AND THE COMPLETE DIEHL 1956 FAN LINE of Desk and Bracket Fans • Window Ventilators • Attic Ventilators
Air Circulators • Pedestal Fans

BIG-LEAGUE NATIONAL ADVERTISING!

COOPERATIVE ADVERTISING!

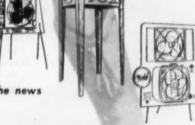


THE BIGGEST ARRAY OF PRODUCT LITERATURE AND DISPLAY MATERIAL YOU'RE LIKELY

YOU'LL PROFIT when you sell the Diehl line. Brand-new merchandising aids keep inventories moving! YOU'LL BE GLAD you handle this line, too, because it's backed by the famous SINGER name ... and by iron-clad, long-term guarantees

Streamers! Booklets! Posters! Folders! Catalogs! Display stands!





Visit us at Booth 1122, Drill Hall THE NATIONAL HOUSEWARES SHOW, January 19-26

WRITE, WIRE OR 'PHONE your distributor today for all the news about the '56 DIEHL FAN FAIR CAMPAIGN -the promotion that means business!



MANUFACTURING COMPANY DIEHL

Electrical Division of THE SINGER MANUFACTURING COMPANY

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ATLANTA . BALTIMORE . CHARLOTTE, N. C. . CHICAGO . CINCINNATI . DETROIT . MILWAUKEE . NEEBHAM, MASS, . NEW YORK . PHILADELPHIA . PITTSBURGH



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with ALL THE GOOD FEATURES



"UNI-SPUN" STATOR FRAME

Anchored laminations, ample back iron, strong pole tips mean core rigidity, better heat dissipation, quiet



ALUMINUM ROTOR CAGE

Heat-treated for lowest fan and vented core. Dynamically balanced.

You will boost sales by teaming your product with Lamb Electric Super Shaded Pole Motors. They will give your product the motor advantages of long life, quiet operation, high operating efficiency, and lasting good appearance.

Behind Lamb Electric Super Shaded Pole Motors is our 40 years' experience working with manufacturers of household appliances, such as food mixers, sewing machines, floor polishers and vacuum cleaners . . . experience that has resulted in these 10 features:

- . "UNI-SPUN" STATOR FRAME for maximum rigidity
- FORMVAR INSULATED WIRE WINDINGS for high strength and insulation resistance
- "AL-SPUN" ALUMINUM ROTOR CAGE for maximum conductivity
- DIE-CAST END FRAMES . . . sturdy, lightweight, corrosion-resistant
- BEARINGS widely spaced, amply dimensioned
- AMPLE OIL RESERVOIR . . . positive
- oil circulation · SHAFT precision ground to controlled
- · MOUNTING absorbs vibration

surface finish

- · ADVANCED DESIGN, quality materials, and up-to-date manufacturing methods
- FINISH . . . moisture and abrasion-

THE LAMB ELECTRIC COMPANY KENT, OHIO

In Canada: Lamb Electric—Division of Sangamo Company Ltd.—Leaside, Ontario



Vacuum Cleaners and Floor Polishers

-CONTINUED FROM PAGE 140-

believe the trend to mass merchandising of this product will continue strongly for the next few years-the low list prices, the simplification of the product and the improvements in easily understood features, the heavy consumer advertising, etc."

Noting that "the element of sur-

prise in big cut price sales is somewhat removed," one of the other producers said he doubted that "the cleaner industry will beat 1955 sales in 1956."

Examining the price situation, most manufacturers felt that retail costs would not go up. One producer summed it up: "We do not anticipate a need for increasing our prices. If such should be done, the increases would be minor."

Another producer saw a small price increase over the horizon. He said that the labor and material cost increases that have affected the rest of the appliance industry might nudge the vacuum cleaner price level up "slight-

Factor number four in the successful 1955 sales picture was new features. Looking into 1956, one producer said, "It is possible that some manufacturers will present startlingly different cleaners, for daring designs seem to be in the offing.

As ELECTRICAL MERCHANDISING pointed out last fall (Nov. '55, p.75). the accent in new cleaners is on fea-tures—particularly mobility and color styling. More than ever before, the canister type of cleaner rolls to the vacuuming job. A bolder use of color has accompanied the other innovations and units can now be found in every shade of the rainbow from red to turquoise.

One firm said, "We believe we can expect continued emphasis on ease of use, readiness for use and mobility since these offer benefits the prospective purchaser can recognize easily.

FLOOR POLISHERS

"It's the best year floor polishers ever had!"

That was the enthusiastic opinion of one manufacturer. And the statistics on 1955 sales bear out this judgment. Unit volume advanced 15.4 percent to reach 375,000, ringing up \$20,-250,000 on the cash registers.

Behind this record year were three factors, according to one leading manufacturer: 1) a tremendous building boom, 2) more and more resilient, bare floors, and 3) increased advertising by wax manufacturers and floor polisher makers.

Sales have been moving up steadily ever since the product was introduced.

Two Years Statistical Summary Floor Polishers

	1955	1954		
Units Sold	375,000	325,000		
Average Retail Price	\$54	\$60		
Retail Value	\$20,250,000	\$19,500,000		

In 1950, sales were 240,000; in 1951 -275,000, in 1952—287,000; in 1953 295,000; in 1954-325,000; and in 1955-375,000. Meanwhile the dollar value of the units has increased from \$13,800,000 in 1950 to the 1955 record of \$20,250,000.

These sales, of course, have barely dented the American mass market. The best estimate on saturation puts it roughly at 4.6 percent-well behind almost every other appliance on the

market. While this would appear to present a tremendous potential for floor pol-

ishers, there are certain limitations which will probably prevent the product from ever reaching the astronomical sales of some other items.

The Roadblocks

Most manufacturers cite the socalled "non-polishing" waxes as their "chief competitor." The widely advertised waxes have convinced a large portion of the potential market that a floor polisher is unnecessary.

"But recently," one manufacturer says, "there is a growing recognition that even the 'non-polishing' waxes should be polished."

Another producer says, "There's no such thing as a no-rub wax. Sure, you can come up with a certain amount of luster, but you must polish to really

get results." No one disputes the fact that a polisher does a better job than a no-rub wax or a hand polished wax. So slowly, among the home-owners who want a better polishing job, the floor polisher is gaining acceptance.

Of course, there are other limitations-like wall-to-wall carpeting. One manufacturer thinks a customer won't buy a unit "if it's just going to be used in the kitchen and bath." But according to another manufacturer. there is a trend away from wall-to-wall carpeting and in modern homes there is more and more bare floor.

There appears also to be a regional appeal in floor polishers—which may well be linked to the amount of bare floor exposed in different sections of the country.

One prominent manufacturer says that the market really lays along the coasts and extends inland 100 to 500 miles. He said that New York is the best market, Los Angeles is second and the middle south is third. He said the midwest is very poor—probably because more rugs are used in that

Another producer agrees that New York is the "most fertile" market but he also adds that 75 percent of the units are sold there by discount houses. He said that Washington, another excellent market, is also covered by discount houses—as are Detroit, Los Angeles and San Francisco. He agreed that the midwest, and agricultural areas general, are poor markets, probably, he thought, because of "the less modern type of buildings."

(Continued on page 158)

presents the

BRIGHT NEW LOOK

A new and dynamic concept in Home Appliance design ...in Merchandising...in Promotion...in Retail Profits!

SEE THE FOLLOWING 11 PAGES...

THEN SEE YOUR

ADMIRAL DISTRIBUTOR

there's a

NEW ...

PRE-SELLING POWER

A stepped up, carefully planned high-impact advertising program in magazines, television, radio and newspapers! Expanded audiences for Bishop Sheen on ABC-TV and Radio. Dynamic color pages! More newspaper advertising!

NEW...

IN-STORE SELLING AIDS

New shopper-stopper displays, traffic builders, direct-mail plans, literature—over a hundred tested salesbuilding ideas to help you!

NEW ..

PROMOTIONAL HELP

Not just "paper" promotions, but real sides-tested programs with promotion models to make them work and at a worth while profit!

IN MERCHANDISING

Admiral has no little plans for '56. It's going to be a Big, BIG Year for Admiral dealers. And no wonder! There's a Bright New Look to appliance selling...and the promise of a Bright New Look to every Admiral dealer's 1956 profit statement.

NOWI LOOK HOW

ADMIRAL

INTRODUCES

THE BRIGHT NEW LOOK

IN ADVERTISING

6 BIG PAGES

IN FULL COLOR

IN A SINGLE ISSUE OF LIFE

entering 5,600,000 homes...to be read by 27,750,000 prospective customers... with a goodly share of them right in your own selling area! Read the next six pages. They're your preview of the big ad which will carry the Admiral story to this vast audience in an early issue of LIFE!





on TV and RADIO

30,000,000 people each week see and hear about Admiral Appliances on the Bishop Sheen TV Show "Life is Worth Living" on ABC-TV Network...plus over 300 ABC radio stations.

You'll fall in love with the

BRIGHT NEW LOOK
IN HOME APPLIANCES!



NOW BROUGHT TO YOU BY

ADMIRAL

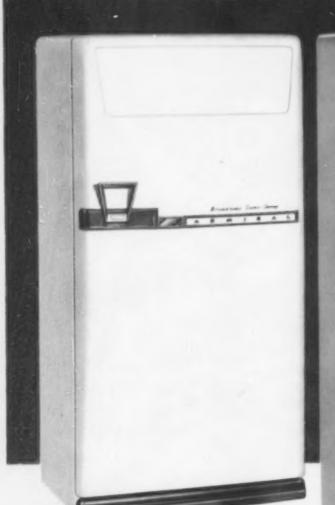
Behold the latest of the New Ideas—The "Fashion Front" on Admiral's New Refrigerator-Freezers! Color panels to highlight your kitchen and change with your mood (and just as easily). They're as stimulating as a new hat! Shiny, washable—pre-cut to fit the door panel—adhesive-backed so you can put them on and peel them off in a wink. Decorator Kit of five different color panels optional with your new Admiral Dual-Temp. Easy to make your own, too. So give your kitchen the "Bright New Look"—with Admiral Appliances!

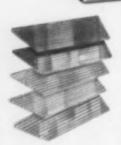
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TELL THE STORY OF
Admiral'S

NEW IDEAS

ADMIRAL'S BRIGHT NEW LOOK IN REFRIGERATORS

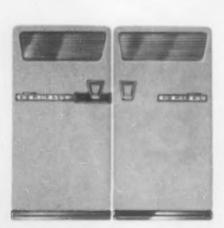
Foods Don't Trade Flavors in an





5 "FASHION FRONT" COLOR PANELS...

available for each Admiral Dual-Temp. 4 new exterior colors, too— Shell Pink, Primrose Yellow, Sea Mist Green, Snowy White. Arctic Mist porcelain interiors trimmed with tarnish-proof Canyon Copper.



"Up-Side-Down" Dual-Temp puts more-often used fresh foods up top in easy reach, 120 lb. capacity freezer below. Imperial Model IUI305 in Primrose Yellow labovel White (at left), Shell Pink, and Sea Mist Green. NEW! ADMIRAL EXCLUSIVE!

Opens the door from inside the refrigerator with just a slight touch! Glows in the dark, too. This major contribution to home safety is one of the many basic improvements built into Admiral Appliances. See them at your Admiral Dealer's!

MATCH-MATES!

Food Freezer and Matching Refrigerator. Freezer for fast-freezing and frozen storage, refrigerator for fresh foods. Both come in 3 different sizes. Use side-by-side or separately.





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even onions and custard keep their own flavors in an

Admiral DUAL-TEMP

REFRIGERATOR-FREEZER



Here's the light of your life-Admiral's Magic Ray! This ultra-violet lamp keeps the air fresh and pure inside an Admiral Dual-Temp. Proved in use by food processors, here's superior food protection you get only in a Dual-Temp. And that's not all—foods keep "nature-fresh" longer in Dual-Temp's moist cold! And there's no Defrosting Ever!

You'll appreciate, too, the huge freezer section that makes a Dual-Temp 2 appliances in 1. It does more than just store frozen foods . . . its below-zero cold freezes foods rock-hard clear through and keeps them safely for months.

Admiral originated these and many more New Ideas. They prove time and again, there's more for you in an Admiral!

You can own an Admiral Refrigerator for as little as \$185 a week

Shelves Gilde Out-bring foods to your fingertips. Butter-and-Egg Chest keeps butter spreadable, stores snacks, 21 eggs.

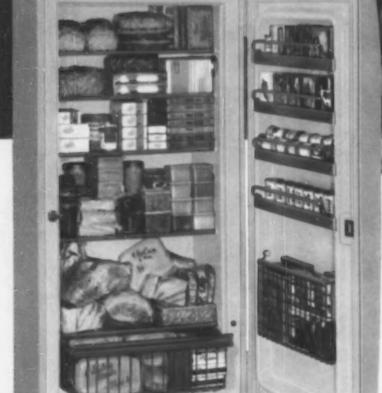






ADMIRAL'S BRIGHT NEW

uper-Speed Freezing Locks Flavor In!



Meats are more tender, vegetables retain vitamins better

Admiral. FREEZERS

Faster freezing means better flavor! That's what you get in an Admiral Freezer! It freezes so fast no goodness escapes, because all shelves on which food rests are actual freezing coils.

You'll love all the other features, too. Like Storage Baskets that roll out so odd-shaped packages are within easy reach . . . Door Racks that hold a big supply of frozen food so it's easier to get at! Many more features, too!

Admiral Freezers let you enjoy better meals, with new convenience and economy. See them at your dealer's today!

Admiral Freezer prices now begin at only... \$199 for Model 10U45-10 cu. ft.

Stere in the Deerl Basket and racks keep small pack-ages, cans of frozen juices, and soups always handy and in view. Store them right at your fingertips where they won't get "lost" incide.



niral Imperial Freezer Model 14U65-13.8 cv. ft., 483-lb. capacity.

Chest Medels, too...13, 17 and 20 cu.ft. sizes, with separate compartments for fast-freezing...handy racks ...warning signal light... safety-lock handles... many other features.



Freezers Match Admiral Re-frigerators in size, style and shape. Use side-by-side or separately. Family-size food storage.





.."Rotary Roaster" barbecues inside new

Admiral. Electric RANGES

Ribs were meant to be cooked like this—touched with the tang of the great outdoors, crisp on the outside, juicy and tender inside, and they are when barbecued on an Admiral Rotary Roaster!

Turns ribs and roasts 'round and 'round, keeps natural juices rolling over meat for automatic basting! Even holds a big turkey!

New Admiral ranges have an Electric Timer Clock to mind your meals. Four fast-heating surface units provide *unlimited choice of heat settings*—not just 5 or 7 pre-set heats. New Dial-Temp Surface Unit makes every pot and pan automatic.

All this and far, far more to make cooking carefree . . . with better results assured every time . . . on an Admiral Electric Range! Your choice of 8 different models in 30" and 40" widths.

Pay as little as \$208 a week



Double Oven Imperial Model 6149 in Primrose Yello Also in Sea Mist Green, Shell Pink, White.



New Built-In Ranges for the modern-minded! Cooking tops and evens to arrange in combinations that suit you and your kitchen best. Famous Admiral quality built-in. A



Now Every Pan Becomes Automatic! New Dial-Temp Unit gives true controlled heat cooking—just like automatic skillet! No more burned-on foods, no hard acouring, no pot-watching.



no surned Pingers from handling broiler pane and hot oven shelves! "Elevator" Rack raises or lower pan at touch of a finger without removing the rack from the oven.

Now...Color-matic

Push-Button Controls



"FASHION FRONT" WEATHER SEAL

prevents cold drafts from entering the room when air conditioner is not in use. As decorative as it is useful, the Fashion Front can be covered with wallpaper or drapery material, or painted, to harmonize with room color schemes. right at your fingertips on new

Admiral. AIR CONDITIONERS

Just the lightest fingertip pressure creates the weather you want! And each Push-Button Control is individually colored to tell you its function instantly! No dial twisting... no squinting to read control labels. Never before an air conditioner so quick to bring you fresh, clean circulating air ... filtered free of smoke, soot, dust, and pollen... and at the exact degree of coolness you desire. Excitingly new ... incredibly convenient!

Admiral Air Conditioners are Super-Silent because they're precisionbuilt. They stand up to hardest conditions of wear and weather, offer maximum cooling for home or office. See them at your Admiral Dealers'.



Flexible Meunting allows positioning unit flush with inside wall, or choice of inside positions. Fits Bash-type windows over 25% w. x 15% h.



New! Remote Control—Pushbutton controls can be mounted in a wall like a light switch -unit can be located wherever it serves you best.



Casement Styles, Too! Now you can mount Admiral Air Conditioners even in casement windows. Also, units for built-in-wall installation.

Now See
the First of
Admiral's
SPECIAL
PROMOTIONAL
MODELS

Here's a
Partial
List of
Admiral
Appliances

for your own
local promotion
...to meet
competition
...to build
store traffic
...to sell
at a profit!

IMPORTANTI

Other than Model 10U45 freezer, D800 refrigerator, and 3EH12 range, Admiral promotional models are priced for local promotion only and such prices are not nationally advertised. makes EVERYBODY a freezer prospect

New UPRIGHT FREEZER



BIG 10 CH CAPACITY \$19995

• 4 Refrigerated Super-Speed Freezing Shelves • Dial-Temp Freezing Control • Famous Admiral Circulating Cold Air Design • Removable Door Racks for Frozen Food and Juices • Holds 350 pounds of Frozen Food



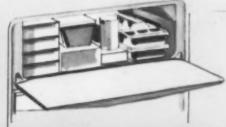
DOUBLE THE PROFIT!

Sell the 10U45 in pairs for 20 cu. ft. of freezer space in less floor space than a 17 cu. ft. chest-type freezer. Or sell in combination with Model DA980 Refrigerator.

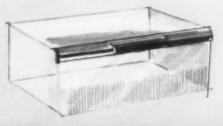
Here's the BRIGHT NEW LOOK NOW! COLOR at



Full-Width Freezer Chest and Frozen Storage Drawer have full 1.3 cu.ft. combined capacity. Store as much as 45 ibs. of frozen foods. Extra-large freezing surface freezes foods faster, more uniformly.

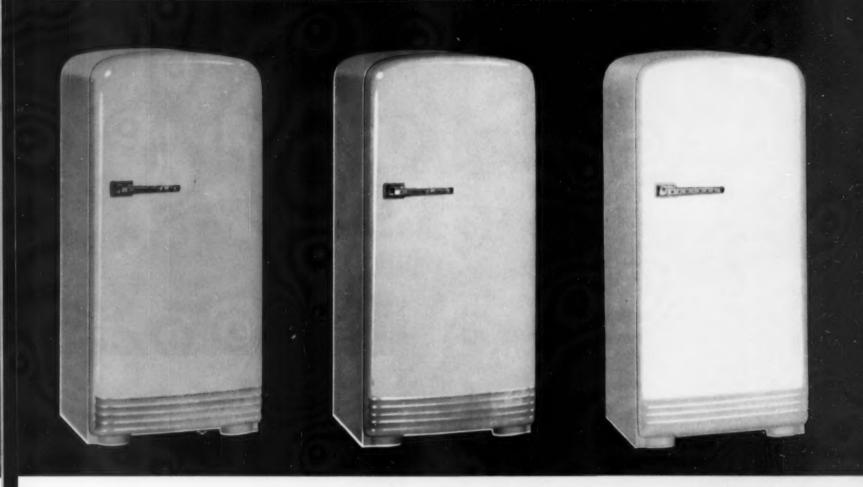


Full-Width "Clear-View" Crisper with 21.5 qt. total capacity. Deeper design gives plenty of room for storage of bulky items—even cabbages and meions. Rugged and durable, but light in weight. (Optional.)



in Quality...in Price...in Value!

No Extra Cost!



BIG NEW Admiral. MODEL Deluxe Refrigerator

\$16995

in shell pink...sea mist green ...primrose yellow...or white

Priced like a mid-summer special, but with that top-ofthe-line-quality look—and in color, too! Here's the leader of the value parade, born to create excitement in any market.

There's even more than color to merchandise here! Look at these "talking points"—

- Full-Width Freezer Chest and Frozen Storage Drawer store as much as 45 lbs. of frozen food • 2 Ice Cube Trays
- Full-Width Heavy-Duty Shelves Automatic Interior

Light • Cold-Clear-to-the-Floor Design • Titanium Porcelain Interior • High-Gloss Dulux Exterior Finish • Written 5-Year Protection Policy • Full-Width Crisper (optional, extra).

It's a feature-packed story with Admiral quality backing you up all the way. Lead your customers to this beautiful Admiral, with color at no extra cost. It's the best deal in refrigerators anywhere...and remember: there's greater volume with real profit in it for you!

Get Admiral's Bright New Look in your store—see your Admiral Distributor!

PRICED \$70.00 UNDER THE MARKET!

NEW Admiral

30" Automatic Electric Range with Flex-O-Heat



ONLY

\$19995

Value takes on a new meaning when you show this big, beautiful Admiral, packed with features, priced for excitement...carefully fitted into the Admiral line to meet and beat competition and help you sell at full profit.

MODEL 3EH12

4 Flex-O-Heat Surface Unit Controls • Automatic Electric Timer Clock • Full-Width Non-Glare Fluorescent Light • 4 Super-Speed Microtube Surface Units • Appliance Outlet • Rotary Roaster (optional) • Infra-Red 2-Speed Broiler (with Rotary Roaster)
 • Even Oven Heat • Automatic Oven Floodlight

SELL Admiral FOR THAT

BRIGHT NEW LOOK

IN APPLIANCE PROFITS
CONTACT YOUR ADMIRAL DISTRIBUTOR TODAY!

Form No. A 5150



there's nothing like



FAILNIS PORDING

. . . Tempered, tough wire core gives "muscle" for more flexibility, longer life. . . Insulation covering wire spiral seals out rust and humidity, improves air flow. ... Tough, colorful, hygienic /
plastic sleeve of
high lustre; easily cleaned.

Here's a sure sign of quality on any vacuum cleaner... make sure the brand you handle has Dayton's revolutionary DAYFLEX, made by an exclusive process! All other vacuum hose becomes outdated and obsolete by comparison. Just see for yourself!

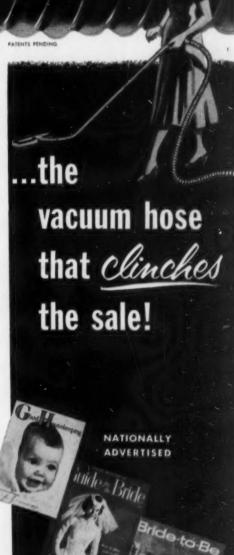
FEATHER LIGHT AND FLEXIBLE ...

DAYFLEX Vacuum Hose has instant consumer appeal because of its colorful, brilliant, easy-to-clean plastic sleeve. Every housewife immediately sees the advantages of its lighter weight, plus greater flexibility without loss of control. And Dayflex is tops in tests for abrasion-resistance and service life!

ADDS GLAMOUR AND SALES APPEAL!

NO vacuum cleaner is better than its hose. DAYFLEX has helped raise performance levels of many of the leading makes in the vacuum cleaner field, and through Dayton's national advertising more housewives learn why Dayflex Hose is a sure sign of quality.

Write the Vacuum Cleaner Hose Division of The Dayton Rubber Company, Dayton 1, Ohio for names of manufacturers using DAYFLEX, and full information regarding its impressive laboratory test results!



WAYNESVILLE,





By the world's largest makers of Vacuum Hose . . .

THE DAYTON RUBBER COMPANY . DAYTON, OHIO .

ELECTRICAL MERCHANDISING-JANUARY, 1956

, N. C. PAGE 155

UNIVERSAL Coffeematic



Universal Coffeematic's sensational "Big Year" Celebration starts you off on the biggest sales producing drive in history to run from now right through the year. To make extra sales for you in the first quarter, Universal offers this terrific Coffeematic value at an irresistible price. Not a stripped down coffeemaker, but a special model of the famous, fast-selling Coffeematic with every one of its quality features and fully automatic action. Get in early on Coffeematic's "BIG YEAR" by stocking up on this unbeatable value at its unbeatable price! Pat ORDER NOW—the supply will be limited.

No Other Coffeemaker Offers Such a Value!

UNIVERSAL (Speemotic)

For a limited

\$2195

SOLID COPPER, CHROME PLATED ... NOT ALUMINUM

... with ALL the famous

Coffeematic features that SELL!



Flavor-Selector

brews exactly to the strength you choose, mild, medium or strong.



Redi-Lite

aignals when coffee is done to perfection. No watching, it's automatic.



Heat Sentinel

keeps coffee at serving temperature without increasing the strength.

PLUS

these famous extras:

- Cold-Water Pump
- Non-Drip Spout
- Fast-Starting Action
- Coffeematic Styling

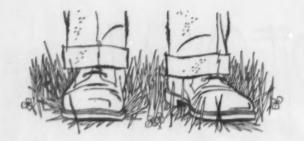
##STIWAL SPECIAL



UNIVERSAL

Only the Beginning of the Universal Coffeematic "BIG YEAR" Celebration!

McCALL'S April issue, out March 21



DON'T LET ANY GRASS
GROW UNDER YOUR FEET!

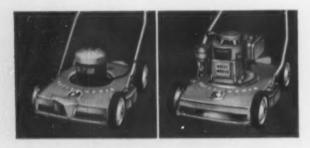
Register Now! BE A
HUFFY
KEY DEALER FOR '56

Now's the time to make sure you get all the big benefits of the 1956 Huffy Mower Key Dealer Plan. Deadline is February 28th.

Here's what the Huffy Plan gives you: Extra 5% futures discount . . . total discounts as high as 32% . . . demonstrators at special low prices . . . FREE listings in full-page ads in Parade, This Week, Sunset and 36 Key City Newspapers . . . powerful advertising support in top national magazines . . . mats and other selling helps.

Here's what the Huffy Line gives you: Completely redesigned, restyled mowers with exciting new performance and safety features—the only complete selection of electric and gas models—higher horse-powers with 18" and 21" cut . . . gas reel mowers . . . lawn sweepers.

Get all the facts from your Huffy Wholesaler Salesman—or write us right away.



Copyright, 1955 by The Huffman Manufacturing Company

THE HUFFMAN MANUFACTURING CO.

Dayton 1, Ohio

				wers—and y Dealer
Dealer's N	pme	 		
Store Addr	015			
City		 	Zone)

Vacuum Cleaners and Floor Polishers

CONTINUED FROM PAGE 142-

Three other manufacturers were not willing to write off the middle west as a market, however. One firm expressed "surprise" that this area was considered poor. "Both coasts are terrific floor polisher markets," this manufacturer said, "but the space in between is chewing up its share of merchandise."

Another company said, "Strangely enough, our best market in 1955 is the midwest, from Cleveland to Omaha." The third manufacturer agreed that perhaps New York was the best market, but that there were several good markets in the midwest.

The Advertising Breakthrough

Most industry observers have said for years that what the floor polisher really needs is more promotion. With a concentrated drive, these men argue, the no-rub wax competition could be beaten and the product could be popularized in new markets.

These experts point to the amount of time involved in floor care and the basic need that a floor polisher fills. Most "polishers" today, of course, are a combination of buffer, scrubber, and even sander.

This "more promotion" theory got a field test in 1955, and according to the company that did it, the results were "somewhat terrific." S. C. Johnson & Son uncorked a campaign in late 1954 aimed at promoting their single-brush unit. For the first time, polishers were promoted widely—including commercials on television. (Although, of course, several firms, including Regina, General Floorcraft, Hoover, and Shetland have advertised nationally for years.)

A Lift to the Industry

The Johnson campaign was "highly successful," and even a competitor said, "We must remark that Johnson in the past year has given a tremendous lift to the industry through their excellent TV and newspaper exposure."

Robert E. Dobson, manager of Johnson's appliance division, said, "Our current fall season (1955) will show a sharp increase over last year." He added that in the firm's pre-Christmas drive, the company's 250 salesmen made 152 percent of "a reasonably high quota."

Dobson added that, "Our advertis-

ng aim is to sell floor polishers first and indirectly the Johnson's Wax polisher-scrubber."

While the Johnson machine is a single-brush unit, the traditional best seller has been the twin-brush model. But as one manufacturer noted, "I do not believe that the majority of the public are enough aware of floor polishers in general to be too concerned with the number of brushes."

The average price dropped in 1955, partly because more inexpensive and more single-brush units were sold. Whether this trend will continue in 1956 is hard to say.

The manufacturers saw no price

drops coming on the individual units and one producer was "afraid that there will be increases." He noted that motors are up five percent or more, labor is up, freight is up, paper (for containers) is up, and metals like aluminum are up. He concluded these shifts "are bound to result in increases." He said it was impossible to predict, however, whether these increases would come early in the year or later in the season. Another manufacturer said, "some prices may go up but not more than five or six percent at retail."

Straws in the Wind

Miscellaneous trends were noted in the industry last year. For one thing, several of the smaller manufacturers dropped out of the race. Some of these firms decided to concentrate wholly on commercial polishers. This is an expanding field, according to one manufacturer, as more and more offices and stores use the type of floors that need polishing.

At least one manufacturer said that he was having some success with selling the heavy commercial type of polisher for large homes. He estimated that some 30,000 polishers of this type were sold in the domestic market

This same manufacturer commented on the practice of dealers renting polishers. He said that often the local appliance store rented machines—to other retailers as well as to

home-owners—and found it a profitable sideline.

While some of the smaller manufacturers are dropping by the wayside, a couple of big appliance firms may be considering entering the field, according to one veteran observer. He believes more big firms are becoming interested in the potentials of the floor polisher field.

A Good Year Ahead

Floor polishers may be more colorful in the future. Several makers said they considered the color an important factor in sales. They tended to agree, however, with the manufacturer who said, "They can be pastel colored, but they can't be too effeminate. Basically, it's a work-horse appliance."

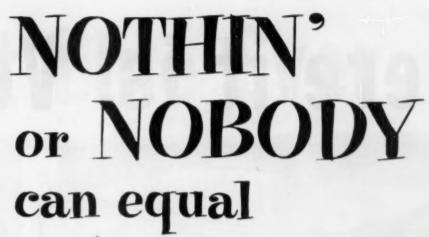
In 1956, most manufacturers look

In 1956, most manufacturers look for continued good sales. One major manufacturer sees a continuing improvement in volume, but "a stable growth—nothing flashy."

Two producers, however, said they were gearing up for a 25 percent increase in 1956 and one other manufacturer said he expected a 20 percent boost.

If the industry as a whole makes similar gains, it will be the biggest year for floor polishers in growth as well as total volume. In 1955, the industry advanced 15.4 percent, the largest climb in its history (topping the 1951 gain of 14.6 percent).

A final manufacturer summed up his views thus: "The outlook for 1956? Terrific!" End



Vornado in 56

new colors!

promotion models!

hottest pricing! mystery trips!

Wild Bill Hickok!

Manhattan!

BE SURE TO VISIT

Space 535B

AMERICAN FURNITURE MART

Jan. 9th to 20th

For the Best Selling in Cooling Comfort

turn the page

Here it is! Vornado's



The New Jornado CUSTOM STREAMLINER

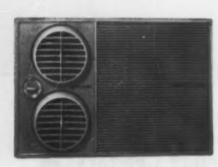
... like owning 2 for 1

- * GOES THRU THE WALL
- * FITS FLUSH INSIDE
- * FITS FLUSH OUTSIDE
- * FITS ANYWHERE IN BETWEEN
- * EVEN ROLLS FROM ROOM TO ROOM

You've never seen a unit so practical...

Easy to Sell

Easy to Demonstrate...



Sensational NEW PRICES

Vornado
DELUXE MODELS

Priced for "Leader" Advertising... and loaded with Vornado's famous exclusive features for tremendous sales appeal.



Sensational 'Plug-In' MODEL

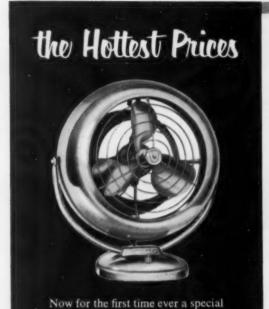
CASEMENT MODELS

Plug in anywhere without special wiring... meets building and power company codes... wonderful for metropolitan markets.

BE UP FRONT IN '56

Products of THE O. A. SUTTON CORPORATION

Greatest Line Ever...



Vornado promotion line, priced to

build traffic and sales.

Make Competition



New Vornado exhaust fan Model 30E lets you dominate the window fan market...genuine Vornado quality...sensational low price.

it's Tremendous

"color"

Give 'em a choice... Corsi Rose. Mint Blue, Mist Grey, increase traffic...sales...with the newest in consumer appeal.

Sell 'em All A MODEL FOR EVERY PURPOSE



Desk Models



Table-Top



Travel-Air



Electrically Reversible Exhaust



Turnabout Window



Twin Convertible

The Most

Exciting

Advertising and Promotion you've ever seen!

* Thrilling Mystery Trip

It's easy to win this never-to-be-forgotten trip. Out of the Continental U. S. A....over water.

* Wild Bill Hickok

America's favorite western star works for you locally. Traffic building puppet show, giveaways..."sales-closing" premiums.

* Life ... Saturday Evening Post

Vornado's largest campaign. Dramatic, powerful ads designed to pre-sell your prospects in America's most widely read magazines.

* Tremendous Local Advertising

Keyed right to your market...your store...to give you powerful tie-in impact with national program.

* Vornado-Manhattan Tie-in

Unique...exciting...national tie-in with Manhattan Shirt Co. increases display and product exposure in your market.

WITH Jornado

Wichita, Kansas Specialists in the manufacture of comfort cooling appliances

SEE YOUR Vornado

He'll give you the facts...show you how you can sell Vornado in volume...make good profits.

Electric Housewares

BILLION DOLLAR BREAKTHROUGH

Volume finally achieves post-war goal, despite rapid changes in marketing pattern, growth of discount houses and Fair Trade upheaval. Outlook for 1956—more sales, increase competition

S IX years ago (January 1, 1950) in ELECTRICAL MERCHANDISING'S second Annual Market Study of the electric housewares industry, NEMA'S Housewares Section chairman for that year, Stanley M. Ford, said:

"A billion dollars a year retail sales in a few years is the objective of the electric housewares business. This objective will be reached, first, through continuing replacement of old, obsolete appliances with new modern automatic versions. Added volume will be realized by increasing general acceptance of many new housewares such as automatic coffeemakers, electric bed-coverings, blenders, knife sharpeners etc. And, many other appliances yet to be introduced will perform new services and contribute further toward complete electrical living. . "

The \$1-billion dollar goal was finally reached in 1955—a record breaking year in many electric housewares categories. (See accompanying 2-year

comparative table).

The estimated \$1,000,000,000 shown in this table is an extremely conservative figure. It does not include many popular items on which adequate information is not available, such as coffee grinders, knife sharpeners, hair dryers, water boilers and teakettles, electric pressure cookers, bottle warmers, egg cookers, ice cream freezers, inexpensive whippers and drink mixers, vibrators and massagers, and other items which aggregate a good additional volume each year.

How the dollar volume grew from less than \$\frac{1}{2}\text{-billion} in 1949 to \$\frac{1}{2}\text{-billion} in 1955 is shown in the accompanying bar chart. Shaded areas indicate the steady growth of electric housewares well established in 1949 such as bedeovers, blenders, coffee makers (mostly non-automatic) heaters, heating pads, hotplates, automatic dry irons, standard mixers, roasters, automatic and non-automatic toasters, waffle irons, clocks, desk and bracket



Photo Courtesy WOMAN'S HOME COMPANION

fans. Unshaded areas reflect the growth of such new items as broiler-rotisseries, cooker-fryers, frypan-skillets, steam irons, portable mixers, corn poppers and in the fan classification, portable roll-arounds, hassocks and window fans.

Additional graphs show yearly progress by unit sales volume of such products as automatic toasters, standard mixers, automatic coffeemakers and steam irons, which have become accepted by homemakers as the bare necessities of life in every American home.

Based on this \$1-billion volume electric housewares rank third in the entire electrical appliance industry,

exceeded only by refrigerator-freezers and washing machines.

What Happened In 1955

Although on the surface 1955 was a banner year, with records broken in unit sales and dollar volume in many categories, things were pretty hectic within the industry as the changing pattern in marketing these appliances accelerated. Probably at no other time in the industry's history were there more elements to contend with: (1) discount houses continued to increase and expand deeper into small trading areas; (2) dealers and department stores in many areas decided to 'go discount'; (3) mail order catalog dis-

tributors mushroomed from a total of around 35 in former years to close to 100 in 1955; (4) fair trade suffered serious setbacks at all levels; (5) at the manufacturing level, the "battle of the giants" continued in full force, with more mergers, and with the fulline manufacturers squeezing out smaller specialty producers; (6) at the distributor level, the profit squeeze became even more serious. Some distributors engaged in all sorts of dealings including sub-jobbing, trans-shipping, drop-shipping, etc.

Discounting

Retail dealers, after several years of complaining about discount houses in

their area, finally bowed to the inevitable. They now acknowledge that millions of appliance-hungry consumers are no longer willing to pay full list prices. Progressive dealers everywhere examined operating costs, streamlined housewares departments, in many cases changing from over-the-counter to serve-yourself units. Charge accounts, deliveries, and other expensive personal services were re-examined and weighted against the merits of help-yourself, cash-and-carry operations. As a result, many local dealers across the country, by drastically paring operating costs, have successfully shortened their markups and are today successfully competing with discount houses.

Department Stores

Never a stable segment in electric housewares distribution on a regular year-in, year-out basis, department stores in some sections of the country exhibited renewed interest in the in-dustry in 1955. As one manufacturer put it: "Department stores, in addition to losing some good electric housewares business, were also losing other important soft-goods business to discounters. The result was that department stores in many areas found ways to merchandise electric housewares at lower and more realistic markups than their usual 40 percent. In other areas, department stores engaged in sharp, no-hold-barred promotions and warehouse sales in which they advertised these portable items at full discounts."

One industry observer reports de-partment stores' renewed interest in electric housewares 'They've got to break the growing consumer trend to shop at discount houses for all types of commodities. Shopping becomes a habit, and anything which tends to break this habit pattern of shopping in a specific store is a serious threat to that store."

Catalog Houses

Another facet of discounting which has increased its activities in electric housewares in 1955 is the mail order, or catalog wholesaler. In 1955, the number carrying portable electric items increased from 35 to close to 100. Some of the big operators mail as many as 100,000 books each year, and regular distributors and dealers in cities where the books are mailed have

become very conscious of them.

Originally these catalog operations were confined mainly to jewelry and watches, sporting goods, cameras and other highly specialized items. Most of the 1955 editions, at \$1.50 per book, however, carry top name-brand electric housewares. The books go to industry plants and offices, to schools, hospitals and other institutions, to life insurance companies and other large corporations — wherever each book can be exposed to the use of thousands of employees.

They also go to crossroads dealers where distributors' salesmen rarely if ever call. They have expanded to the point where there is widespread availability of packaged appliances at mail order discounts. In many outlying areas, the distributors are reported branching out, opening their own retail outlets.

Many of the newer operators are said to have gotten their start from distributors who were willing to resell merchandise for as little as 5 percent, plus 2 percent for cash. These same distributors now complain bitterly be-cause catalog operators have graduated into the big-time and now buy direct from manufacturers.

To complete the circle, discount houses, especially the original packagehouse type operators, have felt all this competition. Some have been forced out of business. Others have expanded to include all kinds of housefurnishings, lingerie, wearing apparel. They are making a bid for respectability by taking larger store space, displaying and, in some cases, demonstrating merchandise. Some advertise in local newspapers. Eager to shake the "discount house" onus, they now want to be referred to as "specialty retailers.

Distribution

Distributors have been severely hit in this changing market. Net profits have declined steadily in the past few years, according to NAED. This is true not only of specialty house members handling electric housewares specialties only. It is equally true of specialties only. the big combination houses. An alltime low in net profits was reported by NAED for specialty houses in 1954. In 1955, steps have been taken to pare operating costs and streamline operations, and the percent of profit is expected to increase anywhere from 14 to 20 percent above 1954. NAED officials say, however, that most of the increase will be accomplished by increased sales volume rather than reduced operating costs.

Many individual distributors say 1955 business was substantially ahead of 1954. One large distributor says, "Operating competitively with a lot of discounts thrown around at wholesale, while we do not deviate from our printed price schedules, our increase from 10 to 15% over 1954 has great meaning. This lead has been accom-plished by doing many things to help

our dealers merchandise. There are two schools of thought on this changing marketing pattern: On one side, we have those industry sages who contend that the day of 50 percent for distributors and 40 percent for department stores is gone forever. Comments one such observer: "The retail and distribution setup of electric housewares will go into 1956 in a much healthier condition than it has been in a good many years. Profits are shorter at all levels-manufacturing, distributing and retailing. Only the consumer is the gainer.'

On the other side, we have those who say: "We believe the distributor and retailer are needed in the distribution setup of electric housewares, and they are entitled to a fair margin of profit on merchandise they sell. We further believe the public is willing to pay a fair price for a good piece of merchandise."

AAO	LEAKS	SIAIIS	HCAL	JUMMA	KI OF	EFEC 11	TICAL	nou	SETT	WKES	

	1955		19	Pe	rcent	
	Number Sold	Retail Value	Number Sold	Retail Value		ange Units
Bed Coverings	1,350,000	\$40,500,000	1,050,000	\$37,747,000	+	28.57
Blenders	405,000	14,415,000	296,000	11,825,000	+	36.82
Broilers	1,545,000	77,172,700	1,550,000	75,950,000	_	.32
Clocks	7,200,000	50,040,000	6,900,000	47,955,000	+	4.35
Coffee Makers	3,675,000	71,662,500	3,450,000	68,674,500	+	6.52
Cooker-Fryers	2,275,000	39,812,500	1,995,000	43,690,500	+	14.04
Corn Poppers	762,000	3,950,000	815,000	4,605,000	_	6.50
Fryer-Skillet	2,660,000	50,540,000	1,100,000	26,400,000	+	141.82
Heaters, Electric:	1,535,000	45,146,000	1,330,000	34,232,500	+	15.41
Fan Forced & Fan Htrs.	820,000	15,990,000	850,000	16,767,500	-	3.53
Non-Fan Forced*	185,000	2,682,500	180,000	2,475,000	+	2.78
Wall Type	530,000	26,473,500	300,000	14,970,000	+	76.67
Heating Pads	1,920,000	11,808,000	1,675,000	10,887,500	+	14.63
Hotplates	720,000	5,580,000	710,000	5,928,500	+	1.41
Irons:	8,028,000	114,798,800	6,583,300	95,062,300	+	21.94
Automatic	2,520,000	25,830,000	2,215,000	22,748,000	+	13.77
Steam	5,100,000	85,425,000	3,850,000	67,182,500	+	32.47
Travel Non-Automatic	295,000	3,097,500	400,000	4,700,000	-	26.25
Mixers, Food	113,000 3,240,000	446,300	118,300	431,800	_	4.48
Standard	1,615,000	103,151,500	2,240,000	76,226,200	+	44.64
Portable	1,625,000	71,464,000 31,687,500	1,315,000 925,000	58,188,700 18,037,500	+	22.81 75.68
Rogsters	330,000	13,183,500	350,000	13,982,500	_	5.71
Shavers	4,750,000	121,125,000	3,950,000	108,625,000		20.25
Togsters	3,350,000	56,318,000	3,110,000	52,226,600	+	7.72
Automatic	3,035,000	55,388,000	2,690,000	50,975,000	+	12.83
Non-Automatic	315,000	930,000	420,000	1,251,600	+	25.00
Waffle Irons-Sand. Grills	995,000	18,905,000	928,000	17,354,000	+	7.22
TOTAL SMALL HOUSEWA	ARES \$	838,108,500	5	731,372,100	,	
Fans:						
Desk & Bracket	2,525,000	50,373,000	3,825,000	94,286,000	_	33.99
Hassock or Floor	220,000	10,670,000	360,000	17,100,000	-	38.89
Window Ventilating	1,645,000	82,168,000	1,425,000	79,643,000	+	15.44
Portable Roll-Abouts	165,000	12,787,000	175,000	12,775,000	-	5.71
Ventilating, Wall & Ceiling	860,000	30,100,000	825,000	30,937,500	+	4.24
TOTAL FANS	\$	186,098,000	\$	234,741,500		

GRAND TOTAL *1955, 1954 Includes Radiant Panel Portable \$1,024,206,500

\$ 966,113,600

MORE .



"Where are all these reduced margins going to end? Maybe in the long run it will be better, if by reducing margins to a minimum we flush out sharp operators interested only in exploiting the industry. It could also end in complete demoralization of brands which it has taken years and millions of dollars to build up."

And finally: "Few distributors and departments have been getting markups anywhere near 50 and 40 percent respectively in recent postwar years."

Fair Trade

Opinion concerning the value of Fair Trading in the electric housewares industry is highly diversified. Only three companies are said to be actively enforcing this law-General Electric, Sunbeam and Toastmaster. Here are some predictions and comments pro and con:

"By the end of 1956 Fair Trade will be a conversation piece. Legal or not, it will be dead."

"It's a law written to protect big guys like Marshall Fields."
"If a dealer can get goods to the consumer cheaper than Fair Trade permits, there's no reason to charge more than needed."

"Under existing conditions Fair Trade laws are not workable or enforceable , more and more states

are abandoning such regulations."
"The original purposes for which it
was established still have merit."

"There will undoubtedly have to be revisions.

"True some states are abandoning Fair Trade. However, these states do not represent major trading areas. On the other hand, fifteen states actively enforcing the law include important trading areas, where the bulk of our retail business is done. These include California, Illinois, Massachusetts, New York and Pennsylvania, to name a few.

"One example of how difficult it can be to do business without Fair Trade is Michigan, where the appliance business went to pieces last year. Another is Washington, D. C. where 40 retailers do 80 percent of the busi-

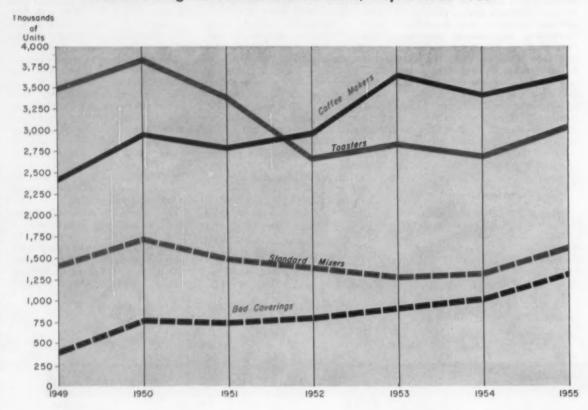
ness-they are all price cutters.' Dr. John Dargavel, chairman of the Bureau of Education on Fair Trade, recently announced that Senator Hubert Humphrey, chairman on the subcommittee on retailing, distribution and Fair Trade practices, of the Senate Small Business Committee, is conducting an extensive inquiry of the Fair Trading manufacturers in all fields as a first step in an examination of the Fair Trade enforcement issue.

Whatever the final outcome, appliance manufacturers who have tried to enforce the law by suing price cutters met with only limited success in 1955. and a manufacturer who discontinued Fair Trading last fall claims that sales here increased as a result.

Production and Sales

The industry was in an enviable position entering 1955. Practically no inventories were carried over from the previous year. Production, nevertheless, was slow for the first half of the

GRAPH I. Progress of Electric Housewares, Staples 1949-1955



year. Production schedules were even more conservative than for the past two years. All industry levels were cautious - determined not to be caught in the anticipated decline. Around mid-summer, when the expected decline didn't materialize, consumers started buying. The result was that most manufacturers report production and sales increases from 10 to 50 percent over 1954. Only those companies plagued with strikes, floods, and hurricanes are now below 1954

Inventories

No big inventories are reported at any level. Stockpiles that do exist are mainly in the hands of manufacturers. These are expected to melt in the heavier than usual Christmas demand. While some popular brands were reported in short supply, plenty of goods were available. If demand for Christmas merchandise equals expectations, manufacturers generally will, as in the previous year, go into the first quarter of 1956 without substantial inventories at any level. Close to the chest buying by distributors and dealers has become part of the new marketing pattern. Manufacturers seem resigned

Costs on metals increased as much as 17 percent from July through October. Stainless steel, copper and all other metals went up. In spite of these increases, manufacturers have not raised the suggested retail price structure of electric housewares. Where some categories show slight advances in price these mainly reflect the addition of pastel colors, copper and chrome finishes. Manufacturers generally are of the opinion that there will be little if any increases in retail prices in 1956

Promotions

The editorial support carried in women's magazines was listed as the most effective industry promotion in 1955. NEMA's gift promotion comes next, and the EEI electric housewares promotion launched in April is expected to become even more effective this coming year. A recent EEI survey brought out the fact that electric housewares are second only to water heaters as yearly load-builders. Approximate yearly kw-hr. consumption for various housewares items ran about as follows: bed coverings, 124; blenders, 16; bottle warmers, 16; broilers, 97; clocks, 17; coffeemakers, 82; coffee grinders, 16; corn poppers, 9; deep fat fryers, 68; egg cookers, 15; fans, 37; food mixers, 12; hair dryers, 6; heating 5; heaters, 99; hotplates, 103; 129; ice cream freezers, 5; juice extractors, 5; knife sharpeners, 4; massagers, 2; roasters, 214; sandwich grills, shavers, 1; toasters, 37; vibrators, 2; waffle irons, 15.

Industry Predictions

The outlook for 1956 is considered bright by all segments of the industry. Here are some predictions: "With the continuation of home building, lots of new marriages, and the beginning of a replacement market on some products sold immediately after the war, 1956 should be a bigger and better vear."

"1956 will be a banner year for housewares. More and more people are turning to specialized appliances to do specialized jobs in the home."

"1956 will be increasingly competitive at the manufacturers level. At the merchandising level, both wholesale and retail, there will be a stepping up of interest in promotional opportunity. The key, as in former years, is increased effort and lots more good hard work," says Marvin E. Allesee, Vice President, Dormeyer Corp.

Distributors comments range from: "It will be more difficult to make a profit" to "better than 1955." "The three- or four-way race for dominance by manufacturers will put a tremendous amount of promotion and ingenuity into the industry."

Distributors looking for new items to push are banking heavily on predictions made in a recent speech by G-E's Bill Schloff: "Over the course of the next ten years, 80 percent of our business will come from products which aren't even on the market to-

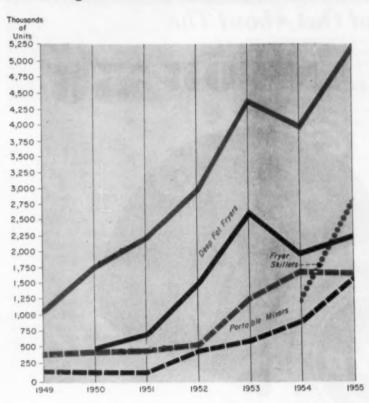
The Market By Products

Frypan-Skillets. Frypan-skillets were by far the most exciting product of the year, exceeding all predictions for

Dealers, distributors and manufacturers were quick to latch onto this new vehicle to virgin profits. The number of manufacturers entering the business jumped from a total of eight at the end of 1954 to 20 by the middle

Business is reported fairly evenly divided between the two. types-

GRAPH II. Progress of Electric Housewares New Items 1949-55



square and round—with square having a slight edge over the round in some areas.

Immersibility was another feature that caught public fancy. However, the feature that really sells automatic frypan-skillets is neither shape nor cleanability. It is the fact that with the addition of thermostatic controls it is now possible to do a highly satisfactory cooking job in a specialized field of cookery in an appliance handsome enough to be used at the table.

In 1955 an estimated 2,660,000 units were sold at an average price of \$19.00 bringing the total retail dollar volume to \$50,540,000. This does not include covers, which are sold at \$3 extra with most models.

Steam Irons. Again rated one of the hottest items in 1955 by distributors, dealers and manufacturers alike, the steam iron industry made a new record for itself in 1955 with 5,100,000 units sold at an estimated average price of \$16.75 aggregating a dollar volume of \$85,425,000 at retail. This tops the previous banner year of 1953 by close to a million units, or a gain of 20 percent.

Probably the most unusual happening in the steam iron business was the introduction of colored handles and coppertone bodies. To say color has helped is putting it mildly, manufacturers report. This is true, in spite of inventory problems which color tends to create for retailers and wholesalers alike

In one manufacturer's survey red proved most popular, black was second, and turquoise and yellow tied for third place. It is predicted in some quarters that black handles will soon be as passé as the old sad iron.

Outside of color there were few improvements made in 1955 models. One maker added a stainless steel soleplate.

Of the 15 brands now on the market, most are lightweight, versatile products, easy to fill and empty, and easy to convert from steam to dry and back to steam again.

The popular average retail price is \$19.95, in spite of the fact that our estimated retail price dropped from \$18 to \$16 in 1955. This was caused by inroads made into the total volume by models retailing for less than \$10. Again in 1955, the bulk of the

Again in 1955, the bulk of the steam iron volume went to a few leading brands which report increases of 20 percent upwards over 1954 volume. A few low-priced items showed strength in volume through catalog houses. The other ten intermediary producers averaged about the same or a little less than the previous year in volume.

The year 1956 is expected to be the biggest steam iron year ever recorded. Says one manufacturer: "After all, steam irons still haven't reached the 50 percent saturation mark, and with satisfied customers using more and more steam irons, and recommending them to friends, there's no reason to believe that business shouldn't increase substantially in 1956."

Automatic Toasters. Sales of auto-

matic toasters rolled along at a steady gait all through 1955. It is estimated that a total of 3,035,000 toasters were sold at an estimated average retail price of \$18.25, totaling another \$55,388,000. There's no questions about it, automatic toasters have definitely reached the commodity class. They have become a necessity in every home. They are no longer regarded as semi, or luxury goods adaptable to promotions. Despite the high saturation, (74.8 percent of all wired homes in the country) it is predicted automatic toasters will enjoy a continuing high yearly volume as marriage rates are on the increase, and as obsolescence is accelerated on present models in use.

Coffeemakers. Automatic coffeemakers are another product fast developing into a household necessity. Over 3million automatic coffeemakers were sold again in 1955. This is the 4th year in a row for coffeemakers to hit 3-million or better. And once again it was almost unanimously agreed at various retail levels that coffeemakers were "hot", second only to steam irons as steady volume producer throughout the year.

All this enthusiasm was backed up by the fact that unit volume for 1955 reached 3,675,000 units, just 10,000 pieces short of the previous record year of 1953. The estimated average retail price remains in the \$19.95 bracket, and distributors who enjoyed good volume in this produce report \$19.95 promotions of top brand mer-

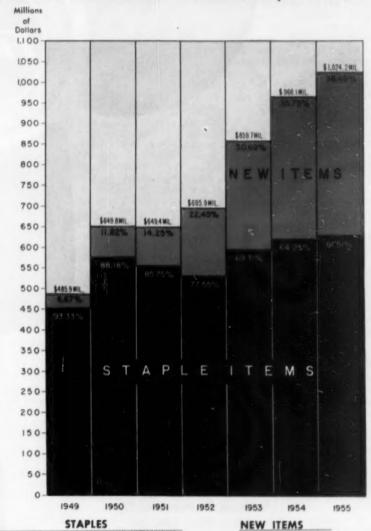
chandise as excellent during the year.

Percolators continue to be most popular, and manufacturers in the field total in the neighborhood of 32.

Coffeemakers are among the most diversified in price of all items in the electric housewares field with products ranging in price all the way from \$6.95

(Continued on page 167)

Growth of Electric Housewares New Items vs Staples 1949-55



Bed Coverings Blenders Coffee Makers Heaters Heating Pads Hotplates Non-Automatic Iron Travel Irons Automatic Irons
Standard Mixers
Boasters
Toasters
Waffle Irons
Clocks
Fans, Desk & Bracket
Fans, Ventilating

Wall & Ceiling

Broiler-Rotisserie Cooker-Fryer Steam Irons Portable Mixers Corn Poppers Window Fans Hassock Fans Portable Roll-About Fans Before Placing Your Fan Order It Will Pay You To Find Out About The

FASCO FAN PLAN FOR '56



See how Fasco's refreshing FAN PLAN puts you in on bigger fan profits . . . more fan sales! See the new Fasco models loaded with consumer appeal and price appeal . . . the quality line that backs this profitable plan.

FIND OUT ABOUT THE FASCO FAN PLAN at BOOTHS 229-231 National Housewares Show, Navy Pier, Chicago



SEE THE NEW FASCO Thermostatic Models Push Button Reversible Models Casement Window Models All-Purpose Models WheelaBreeze Models Hassock Models Oscillating Models

OR WRITE

TENTO INDUSTRIES INC. 131 AUGUSTA ST. ROCHESTER 2, NEW YORK



up to \$50 the retail level.

Copper, stainless steel and gold plated models were widely promoted in 1955, as well as the usual chrome-plated models. Pastel handles were added to some lines. And while the average coffeemaker brews from 3 or 4 cups to 10 cups, smaller capacity models were introduced by some companies to catch the small family market.

Copper proved a strong seller, especially in western markets where natural woods and the trend to copper decor is popular. Goldplated and stainless steel models, at well over the average price, also enjoyed good volume, which may prove that not all consumers are concerned mainly with price.

Mixers. Approximately 3,240,000 mixers, standard and portable, were sold in 1955. This is a 45 percent overall increase in unit volume over 1954, when 2,240,000 units were sold, representing an increase of 1-million pieces.

In dollar volume, standard mixers smashed all previous records, with a 6.4 percent increase over the previous record year of 1950, when the retail value totalled \$67,150,000. Unit volume in 1955 fell slightly short of the 1,700,000 unit record year.

Leading mixer manufacturers all reported substantial increases in both types for 1955. Production on standards increased from 5 to 50 percent over 1954. Portables jumped as high as 75 percent for the entire industry, overtaking standards in total number of units sold by about 10,000 units.

This should not be interpreted to mean that portables are replacing standards, as is the case with steam irons versus automatic dry irons. It merely means that mixers of all types are becoming more and more necessary to the American housewife in her daily homemaking chores—they have become an electric housewares staple like irons, toasters and coffeemakers.

Standard mixer volume is on the upswing, and each year's volume will show a healthy increase, according to leading industry opinion. Some mixer manufacturers, for instance, say in 1956 standard mixer sales will go well over 2-million.

In the postwar years 1949 through 1955, when the entire electric housewares industry was doubling in volume, a total of 10,125,000 standard mixers were sold. In the years prior to 1949 (1925 to 1948 inclusive) another 8,935,301 mixers were sold. Figuring

the average age of a mixer somewhere between 10 and 15 years, this puts a large portion into a growing replacement market.

Mixer Saturation

With the appearance of portable mixers on the scene (3,750,000 portables were sold in the same seven year period, 1949 through 1955), home ownership of food mixers becomes increasingly difficult to estimate. Exactly what percent of the portables is going into homes already owning a standard and what percent represents initial ownership is difficult to esti-(ELECTRICAL MERCHANDISING has allowed 40 percent of all portables sold in 1954 and 1955 as a reasonable estimate of this type mixer going into homes already owning standard mixers.) Total mixer saturation still remains only 38 percent of the 46million wired homes in the country, mainly because mixer yearly volume hasn't kept pace with the number of wired homes added each year.

Introduction of chrome, copper and pastel colors to several lines was listed by several companies as the outstanding happening in the 1955 mixer business. One manufacturer said color represents the much needed "shot in the arm" which the industry needs to accelerate mixer obsolescence. Another company reports a 5-year guarantee offer as having been highly successful in 1955.

Inventories at distributor and dealer levels are said to be extremely low—some brands report dealer inventories disturbingly low.

Mixer Predictions

All signs lead to another record breaking year for mixers in 1956. With the continuation of home building, the rise in new marriages, plus the growing replacement market, things look good for mixers in 1956. It will also be an increasingly competitive year at all levels, according to all indications.

Heaters. Interest in electric heaters for home heating continued to increase in 1955; 1,535,000 units were sold at an average retail price of \$29.40, aggregating a dollar volume of \$45,146,000.

Portable Fan-Forced Heaters

Portable fan-forced heaters were most popular type heater in 1955, selling 4-to-1 against non-fan during the year. And while overall industry totals of this classification show a slight decline in volume (—3.5 percent) leading manufacturers report increases of up to 30 percent over 1954. (NEMA membership fan-forced sales volume shows an increase of close to 7 percent over 1954). Declines were caused by the fact that several big-volume inexpensive heater makers outside of NEMA dropped heater production entirely in 1955 or curtailed production as much as 25 percent.

Outstanding development in fanforced and wall type heaters was the growing interest of electrical utilities

in electric heating. This was caused first by the availability of power in a number of areas where it has been short in recent postwar years, and secondly by the tremendous peak load which a number of utilities have built up during the summer because of air-conditioning. These utilities are now trying to balance their summer peak load by building up a corresponding winter load.

Weather, especially in the Northwest, was cooler during the summer and fall than it has been in a good many years, as a result sales have been on the increase.

Geographically speaking the best heater territories are the West Coast, the Southeast; however there is a growing demand for space heaters in the Midwest and the South Central states.

Thermostatically controlled fanforced heaters were most popular in that classification.

Heater Inventories

There was considerable carryover of inventories from 1954 because of the warm weather that lasted late into the fall of 1954. However, these inventories have been liquidated, and from all reports there will be little inventory carry-over into 1955.

Appliance stores and department stores are said to be the best outlets for portable plug-in heaters. Electrical contractors and heating specialists are the best outlets for built-in wall heaters.

Built-In Wall Heaters

Built-in wall heaters are on the increase. This is true of all classifications—bathroom types, in-wall installations, mounted panel types, and radiant glass units—in-wall and mounted. A total of 530,000 units of all types were sold in 1955. Compared to 300,000 units sold in 1954, this is a 76.7 percent increase.

There was no change in average retail price in 1955, since prices held firm during the year

firm during the year.

Weather also affects electric walltype heater sales, and according to
several sources September, October
and November accounts for between
40 and 50 percent of the industry's
yearly totals.

Heater Predictions

A steady growing market is anticipated for electric space heaters. The same is true of built-ins, as new models will be introduced, lines shortened, and electric heating of all types becomes more and more popular.

Cooker-Fryers. No records were broken in automatic cooker-fryers in 1955. However, it is interesting to note how this item bounced back in unit volume from 1,995,000 units in 1954, to 2,275,000 units in 1955. The estimated average retail price dropped to \$17.50 with an aggregated dollar volume of \$39,812,500. Decrease in dollar volume for 1955 is only 8.9 percent, compared to an increase in units of 14 percent. The reason for the discrepancy between dollars and units is due to the fact that most makers of high

priced models (\$19.95 to \$34.95) reported declines in production and unit sales through the first eight months of the year, with business picking up only in the final quarter.

Low priced brands (\$8 to \$14) on

Low priced brands (\$8 to \$14) on the other hand did a flourishing yearround volume. Catalog houses are reported as moving a large portion of these pieces.

A straw in the wind which may confirm opinion that cooker-fryers would sell in greater volume if the price was lower, is a report that a carload of one maker's product (now in bankruptcy) is reported having turned up on the West Coast as lost merchandise. The carload of fryers quickly melted at a retail price of \$9.75.

Blenders. Blender sales soared from 296,000 units in 1954 to 405,000 units in 1955. This is a gain of over 100,000 units and lifts the blender business out of the 300,000 unit-a-year plateau where it has been languishing for the past few years. It is a record year in unit sales exceeding the previous banner year of 1952, when 395,000 units were sold, by 2.5 percent.

The estimated average retail price rose slightly over 1954 to \$35.59 because practically all leading blender makers brought out re-designed, handsomely styled models. Copper, chrome, and a wide choice of pastel finishes were made available. Introduction of these high-fashion models naturally increased retail prices of many models to \$40 and better. At the other end of the price scale, a new manufacturer entered the field in 1955 with a low-priced model retailing for less than \$20.

While the majority of the blender makers enjoyed increases in unit sales ranging from five to 10 percent over 1955, some leaders had to contend with hurricanes, floods and strikes, which hampered production.

The blender is still a low saturation item. It sells best in metropolitan areas such as New York, Philadelphia, Chicago, Florida, the West and some Canadian metropolises. In small communities and rural areas it is still regarded as a luxury item.

The health food market still accounts for slightly less than one-tenth of each year's volume. And with the country so non-fat diet conscious since the President's heart attack, there should be a stronger health market

Early in 1955 one manufacturer introduced a blender attachment for use on his standard mixer. Another power-pak unit combining a blender with a standard mixer and knife sharpener was introduced this last fall. While the public has continued to resist the idea of an all-purpose appliance for a good many years, this new trend will bear watching. Certainly the home-use functions of mixers and blenders, are closely inter-related. The attachment idea seems to be in the wind, and Waring is announcing an ice-crusher attachment for their models at the January Shows in 1956.



WE'RE PULLING HIM OUT OF HIDING!

Kennecott is exposing Skimpy Wiring...to help you sell more appliances!

Now you see him . . . usually, you don't! He's Skimpy Wiring—the rascal who causes no end of electrical trouble in more than 80% of the homes in your territory. His weak, undersized wires "starve" electrical appliances. His inadequate circuits keep your prospects from buying the many new appliances they might wish to own. He's the biggest NO-salesman the appliance business ever had! But there is a way to thwart this sales-stopper.

Once homeowners are shown that Skimpy Wiring is the real cause of most of their electrical woes, they can install the healthy, adequate wiring that's so vital to your future appliance sales. To help educate these homeowners, and to build more sales for you, Kennecott is running ads like the one shown below.

These Kennecott ads tell your prospects about the advantages of safe, adequate wiring, encourage them to re-wire for modern, electrical living. Kennecott's campaign will add national impact and prestige to your own local efforts, will build appliance sales for you. Tie in with Kennecott now!

FREE! TIE-IN MATERIAL!

Send today for reprints and poster-sized blowups of Kennecott Saturday Evening Post and This Week magazine ads. Get free copies of the educational booklet, "The ABC of Home Wiring." Ask for complimentary newspaper mat service folder and list of *at-cost* prices of available material. No cost, no obligation! Simply write Kennecott Copper Corporation, Dept. M16, 161 East 42nd Street, New York 17, New York.





Kennecott Copper Corporation

Fabricating Subsidiaries: CHASE BRASS & COPPER CO. • KENNECOTT WIRE & CABLE CO.



Shavers. Shaver sales hit another record in 1955, exceeding the most optimistic predictions for the year made by industry leaders by a total of 250,000 additional units. The approximate unit volume totalled 4,750,000 shavers, sold at an average retail price of \$25.50, totalling \$121,125,000. This represents a 20.3 percent increase in units sold and a 12 percent increase in dollar volume over 1954. It also makes shavers the largest dollar producer in the electric housewares field.

Not included in our unit total is another 750,000 inexpensive shavers which were sold in 1955 for less than \$5 retail. These units were sold by several new manufacturers who entered the shaver field in 1955 with small, light-weight models designed to be sold mainly to the premium trade.

Again in 1955 production was reported steady all through the vear. Leading makers attribute the continuing increase in shaver volume to several factors. First is the vigorous TV advertising campaigns carried on by several top companies throughout the entire year over leading national networks. Second is the growing importance of free home trial offers. Approximately 80 percent of all shavers taken on trial remain sold. Of the 20 percent that come back, a large portion come from prospective users who like to try more than one brand before finally settling on one model.

Next in importance is the liberal trade-in allowances offered, plus the rapidly expanding repair clinics being conducted all across the country.

Finally, but not by any means last in importance, is the fact that shavers are getting better and better all the time, and more and more men are using them and recommending them to friends. Proof of this is contained in a survey made recently by one manufacturer which showed that 30 percent of the shaver market is going to men who have already owned one.

New Shavers

Small sized lady shavers were introduced by two manufacturers in 1955, to capture this growing market. They come in a choice of pastel colors and retail from \$14.95 to \$21.95.

Shaver industry leaders look forward to 1956 with even greater optimism than the previous year. According to them, shavers are only in their infancy. Volume will continue its upward climb, with 1956 hitting 6-million units or better.

Broiler-Rotisserics. For the second year in a row, broiler-rotisserie unit sales exceed 1½-million units. Its the third year in a row for unit volume to exceed 1-million pieces (1,130,000 units were sold in 1953).

Unit sales and dollar volume for the past two record years ran approximately as follows:

Units Avg. Price Retail Value
1954 (total includes 300,000 broilers-only)
1,550,000 \$49.00 \$75,950,000
1955 (total inc. 176,000 broiler-only units)
1,545,000 \$49.95 77,172,700

While the overall unit sales volume runs 5,000 units under the 1954 record, actually combination broiler-rotisserie unit sales increased about 150,000 units while the smaller broiler-only units declined almost 150,000 units.

As reported in former years, in spite of the popular appeal this product has for consumers, the industry continues in a complete state of confusion. As one distributor describes 'It was a year of chaos for manufacturers, retailers, and distributors handling broiler-rotisseries. The market was eager, the demand good, but the merchandising patterns and practices of top manufacturers and distributors were so confused that even the public became a little skeptical. Reputable electric dealers were helpless in the face of the hopelessly chaotic policies of some broiler manufacturers."

Things began to boomerang by mid-year, with a resultant manufacturer's mortality in the field. Two makers are reported in bankruptcy. Several have suspended all broiler production temporarily. A few manufacturers who have tried to hold to some semblance of a fair retail price structure express bewilderment at the way some department stores are kicking around their brands as loss-leaders.

Larger deluxe models with suggested

retail prices set at \$59.95 to \$79.95 depending on the number of accessories, are being advertised in metropolitan areas for \$19.95 and \$29.95.

Metropolitan areas on the Eastern seaboard, plus some on the West coast, account for the great majority of broiler-rotisserie sales. In the middle western states, outside of the Chicago area, consumer demand has been relatively small, and dealers have wisely shied away from activity in this product.

Broiler Predictions

The only bright spot on the horizon, looked forward to eagerly by many dealers and distributors interested in getting some of this business, is the possibility that one or two major companies may enter the field in 1956.

Clocks. Approximately 7,200,000 electric clocks were sold in 1955 at an average retail price of \$6.95, totalling \$50,040,000. This is 4.3 percent ahead of 1954 in units and in dollar volume.

Kitchen and alarm models, designed to retail at \$3.98, again sold in greatest volume, holding the average retail price down at the previous year's level of \$6.98, although the trend toward higher priced kitchen and wall clocks exceeded all expectations. Decorative wall models for living room and occasional use, including wrought iron and other metals, also showed substantial increases.

For most clock manufacturers, 1955 was a year of trying to keep production up with sales. Individual manufacturers say 1955 represents the very best clock year since the postwar years of 1947 and 1948, when pipelines were being filled. Increases in production volume of anywhere from 20 to 35 percent were reported.

Sales by clock types charted against retail dollar volume averaged about as

shown in the chart below:

	% rete	nil dollar v	rolume
Alarms		44%	
Citchen wall clocks		35	
Occasional and strike	clocks	15	
Commercial or busines		6	

Figuring saturation on clocks is always a problem. The percentage of wired homes owning electric clocks, according to ELECTRICAL MERCHANDISING'S estimates, stands at approximately 85 percent. Our practice has been to allow a high percentage of each year's volume for purchases of additional clocks in homes already owning clocks. Since some of these homes may be equipped with as many as ten electric clocks, probably a truer guide to estimating electric clock saturation would be on a room saturation basis.

Figuring the three rooms—kitchen, living room, and bedroom—where clocks are most often found, the room-saturation of clocks drops down to 35 percent. This presents a truer picture of the big untapped clock market potential. And this is an extremely conservative estimate since it does not take into consideration many other rooms in the home where time-conscious America usually has some kind of timepiece: Dining rooms, playrooms, bathrooms, dens, halls and even patios. One company, for instance, made a survey of the number of dining rooms in the country with electric clocks. Out of an estimated 23-million homes with dining rooms in the country it was found that only 3 percent now have electric clocks.

Inventories, Outlets

At distributor and dealer levels, clock inventories are much lower than in 1954, in spite of the fact that distributors' purchases were much greater in 1955.

Electric appliance stores and department stores are said to be the most important retail outlet for clocks, selling approximately 60 percent of the volume. The balance goes through drug stores, hardware, jeweler, and "all other" outlets.

At the retail level December and November still accounts for approximately one third of the annual retail total.

New Clock Models

New models were introduced in 1955 by many leading makers. High fashion cases in fine woods such as blond and dark mahogany, walnut and fruitwoods were predominant. Tole cases and some models with translucent faces were also introduced.

Clock Predictions

A cord-less electric clock with transistor electronic circuit is promised for early in 1956 by one maker. (EM Oct., '55, p. 198).

Clock manufacturers are looking forward to much greater sales volume in 1956, for two reasons: The growing trend away from spring-wound to electric clocks. And the continuing growth in importance of decorative wall clocks.



"SHOULDN'T YOU WAIT TILL IT STOPS TURNING?"

For '56... new advanced appliances by Maytag, the specialists who have built more washers than any other brand

MAYTAG ALL-FABRIC AUTOMATIC

No. 140

The only automatic that duplicates hand washinggentle action, controlled water level, even cold water!

Only Maytag has all these features...





A fully automatic "Modern Fabrics" wash cycle. Choice of hot or warm water and, for the first time, a revolutionary new cold water wash and rinse. Perfect for wrinkle-free results on synthetics. New two-speed motor slows Gyratator and spin action to produce the gentleness of hand washing.



Wash time is fully flexible. Set dial from 1 to 14 minutes.



Automatic Water Level Control matches water to the load, saves up to 11½ gallons.

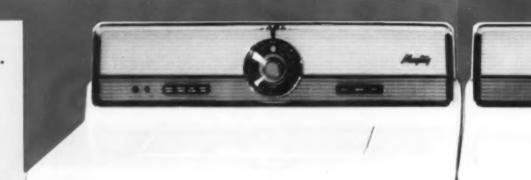


Double-Spin Tubs give a oneway trip for dirt: one tub for clothes, one tub for dirt.

and ...

- Built-in Suds Saver
- Completely automatic
- Interchangeable colored lights in back panel
- · Safety lid
- Automatic Unbalance Switch

In white, or Pasteltone Green or Yellow

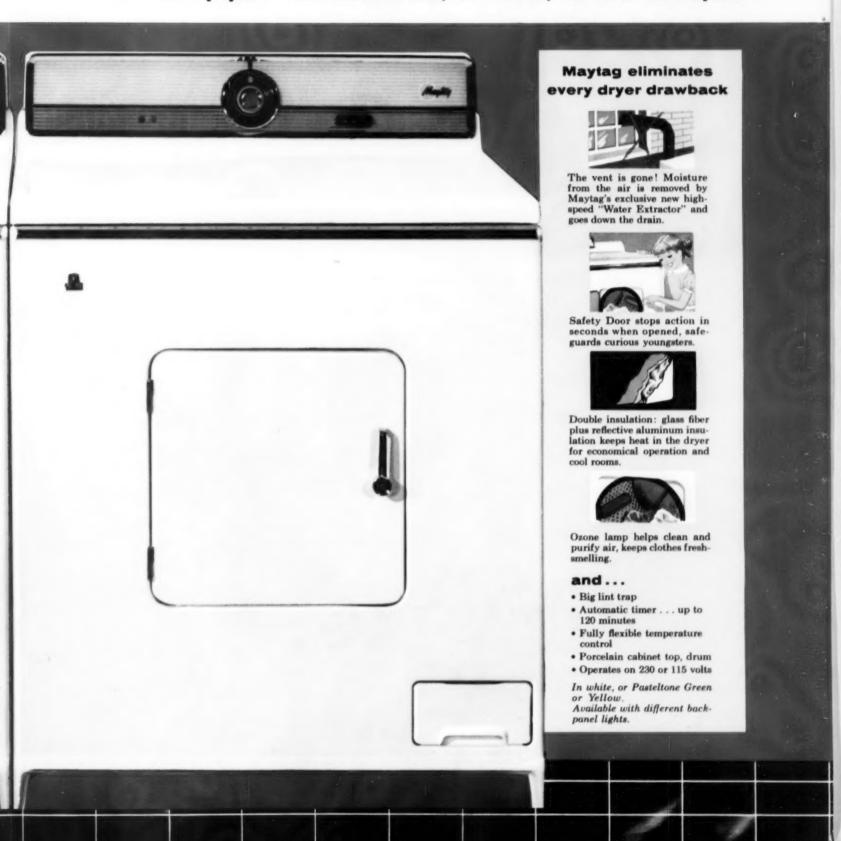




MAYTAG NO-VENT DRYER

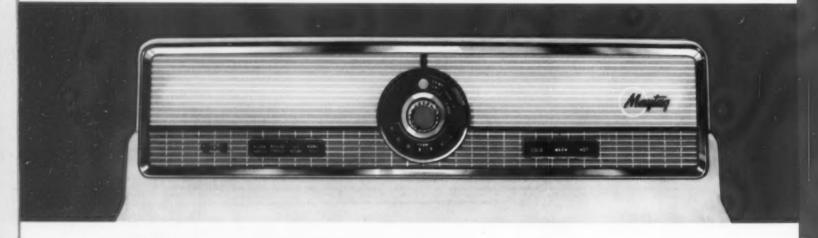
No. 640W

Exclusive built-in "Water-Extractor" eliminates need for vent pipe...no moisture, no heat, no lint escapes!



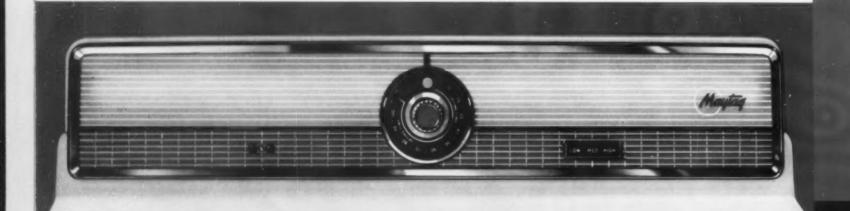


MAYTAG ALL-FABRIC AUTOMATIC



NEW

MAYTAG NO-VENT DRYER





MAYTAG DOUBLE-DECKER

a <u>full</u>-size refrigerator

(9.2 cu. ft.)

a <u>full</u>-size freezer

(8.5 cu. ft.)



a <u>full</u>-size refrigerator

(9.2 cu. ft.)



a <u>full</u>-size freezer

(8.5 cu. ft.)





in the floor space of the refrigerator alone!

 $(32" \times 32")$

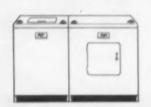


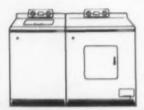
4es ...

MAYTAG IS HOT!

Two more Automatic Washers with matching Gas and Electric Dryers

The finest automatics in their price range, loaded with features. The easiest washers and dryers to sell.





Biggest selling Maytag Conventionals

The Maytag Master, Maytag Commander, Maytag Chieftain – America's long-time favorites.



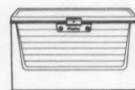




America's finest Freezers

Two chest models (8 and 14 cu. ft.) and four uprights (12, 15, 19, and 25 cu. ft.).





Gas Ranges with Maytag quality

Matchless Dutch Oven gas ranges and others in all popular prices and sizes, including new apartment size.



Maytag Ironer with seven exclusives

The one with the features mostwanted by women.



See Maytag at the Merchandise Mart Suite II-105 during the January market

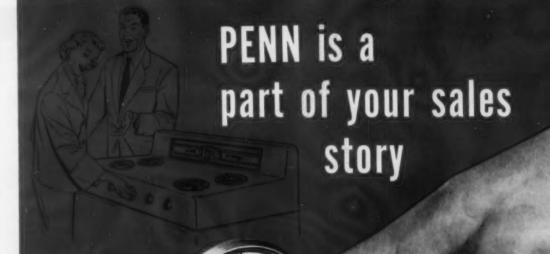


See Maytag on "Navy Log" CBS-TV

every Tuesday night

MAYTAG IS ON THE MOVE!

The Maytag Company, Newton, Iowa





PENN GAS OVEN THERMOSTAT ALWAYS GIVES THE HEAT YOU DIAL



Accurate control of oven temperature is a "must" for the kind of baking performance every woman wants. And, that's where the Penn gas oven thermostat outperforms all others. A Penn oven control always gives you the temperature you dial. And, when you change the dial setting, Penncontrolled ovens reach the new heat level faster ... over-run and under-run are minimized.

Use this Penn feature in your sales story—it will help you sell more gas ranges. If the ranges you sell don't have Penn oven controls, contact your manufacturer—he can get them. Penn Controls, Inc., Goshen, Indiana.

PENN AUTOMATIC CONTROLS

FOR HEATING, REFRIGERATION, AIR CONDITIONING, GAS APPLIANCES, PUMPS, AIR COMPRESSORS, ENGINES

CROSLEY pioneers with SALES-MAKING EXCLUSIVES



Crosley gives you the amazing new



Zooms UP for a better, brighter picture



Adjusts for station direction



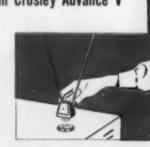
Zooms DOWN out of sight

in Crosley Custom V

New Crosley Custom V Television features the only retractable, directional antenna made today! Helps you sell on sight! Gives sales advantages over every other line! Makes it easy to sell a second set! This is the exclusive feature your customers have been waiting for! And there's more . . .

EXCLUSIVE CROSLEY PLUG-IN SUPER-TENNA in Crosley Advance V

Only Crosley Advance V Television gives you sales-clinching Super-Tenna! This remarkable unit simply plugs into the receptacle on top of the set . . . compact, requires no wires Super-Tenna is much more powerful than any built-in antenna . . . has amazing ability to pull in weak signals! Another sales plus from Crosley!





EXCLUSIVE CROSLEY PICTURE PULSE!



Now every Crosley
Custom V receiver
actually adjusts itself for
picture brightness and
contrast! Now Picture
Pulse monitors quality
over 15,000 times a
second—automatically
and constantly—to
give finest TV reception—regardless of
signal variations,

EXCLUSIVE CROSLEY LUMINOUS TV-EYE!

Another Crosley Custom V feature leads the way to more and more sales! No more squinting to check tuning . . . No more doubts as to the channel you're viewing!

Crosley TV-EYE shows the selected station in luminous king-sized numbers!

Crosley TV-EYE is visible from across

the room!



PLUS smashing advertising impact—Crosley's huge

20-Week Power Package!

New NBC-TV Comedy Hour—with the largest audience of any appliance manufacturer! Scheduled from 8 to 9 p.m. every Sunday night—the best viewing hour of the week! Your Crosley TV show will cover 33 million homes (97%) with hard-hitting sales-making Crosley messages week after week!

"Midwestern Hayride"—Crosley's top-flight TV show—with universal song-dance appeal.

In LIFE—Crosley leads other manufacturers in the most powerful magazine of them all—with big full-color pages!

Most important, this whole multi-million-dollar advertising push is focused right on YOUR POINT OF SALE—right in your local area—through the huge facilities of Western Union's Operator 25! Every commercial, every magazine ad will refer potential customers to Operator 25, who in turn gives them the name and address of—YOU—their nearest Crosley Dealer!

CROSLEX *elevision*

CROSLEY DIVISION OF AVCO MANUFACTURING CORP.

Crosley Radio and TV sets are sold and distributed in Canada by the Crosley Radio and TV Division of Moffats Ltd., Toronto, Ontario

Stock the sets with all the features that produce HIGH VOLUME SALES!

Bed Coverings

OVER THE HURDLE



The industry breaks last year's record by a good margin as both unit and dollar figures reach new highs. Continued gains are forecast for 1956

THE appliance industry has always been vastly intrigued by the concept of the "magic million". Stated briefly, this means simply that once an industry sells a million units in a single year the barrier of consumer acceptance will have been cleared and sales in the following years should come that much easier.

The whole idea may be an oversimplification, but it has worked wonderfully well in the electric bed coverings industry during 1955. The industry produced a million units in 1954 for the first time in history. That should have been the sign that great things were ahead in 1955. Even so, hardly anyone appeared to be fully prepared for what happened during the

Factory shipments during 1955 reached 1,350,000 units, an increase of 29 percent over the 1,050,000 produced in 1954. The industry went into and came out of the year with clean inventories. By late November some large retail accounts were literally "crying for merchandise" and were finding it hard to replenish their depleted stocks.

But this is only part of the story. Many manufacturers say they could have sold much more merchandise than they did had demand not outrun production. A big firm remarked in November that its only problem was in filling orders. Another manufacturer

said he could have sold 50,000 additional units. A third said he would have doubled his output if possible.

What Happened to Price

Once again in 1955 the industry's previous two price ranges drew closer together. The most dramatic movement in this process was at the upper end of the scale. Fairly widespread reductions here have pulled the industry average down to \$30 from an estimated \$35.95. At the lower end of the scale there was some upward movement although there was still some merchandising of units at \$14 and \$15.

Because of this lower average price the industry's dollar volume did not rise as spectacularly as did unit figures.

TWO YEARS STATISTICAL SUMMARY Electric Bed Coverings

	1955	1954		
Units Sold	1,350,000	1,050,000		
Average Retail Price	\$30.00	\$35.95		
Retail Value	\$40,500,000	\$37,747,500		
	Jan. 1956	Jan. 1955		
Homes Owning	5,351,000	4,756,500		
Homes Without	40,649,000	40,021,000		

Nevertheless, dollar volume for 1955 climbed to \$40.5 million, a gain of about 7 percent over 1954's volume figure.

Last year the industry was off to a good start because heavy business in the fall of 1954 had cleaned out inventories. Much the same situation will prevail in the early months of 1956. Merely filling back-orders will produce an exceptionally good first quarter, says one manufacturer. For the year as a whole almost every firm expects a substantial gain. One producer is budgeting his sales for a 25 percent increase. Another puts the percentage gain at 50 percent. A third says the industry will produce a minimum of 1.5 million units and could easily hit 1.7 million.

An idea of how things developed in 1955 can be gained by studying NEMA's monthly figures which reflect production of the majority of producers in the field. January and February production ran about even with 1954 but March production was 92 percent ahead of the previous year. After a slight drop in April, monthly output ran consistently ahead of 1954 levels. In August the industry turned out 187,000 units, probably an all-time high. The previous mark was set in November 1954 when 154,000 units were produced.

A Seasonal Business

The blanket business at retail is, of course, highly seasonal. Only 1954 figures are available at this writing but they show that 64 percent of sales were made in the last quarter of the year. An additional 12 percent were made in January so that only 24 percent of the year's total was sold in the remaining eight months.

In 1955 electric bed coverings may have enjoyed a slightly earlier start than usual but this will probably not affect the seasonal pattern to any great extent. The share of business done in September may show an increase, however. One manufacturer says that department stores, utilities and REA's deserve credit for better and/or earlier promotions during 1955.

How Many People Own Them

The job of estimating saturation in this field is particularly difficult because so many sales are made to homes already owning blankets. One manufacturer cites a recent survey which, even though it covered an extremely limited sample, is indicative of the extent of this situation. It was found that only 32 percent of blankets were being sold to homes not already own-

(Continued on page 186)





Low Priced BIG Performer

Truly loud-playing when desired—and plays everywhere. Earphone jack for private listening. Five gorgeous 2-tone color combinations. Priced to sell . . . fast! Only 6;% * 28% * 1% * 1% — a featherweight 22 ounces. Model T-100.

Twin Speakers for Symphonic Sound

Only pertable radio with TWO high quality speakers for rich, full tone—startling stereophonic sound! Operates up to \$500 hours on special low cost battery—500 hours on 4 ordinary flashlight cells. Only \$1/5" x 12" x 8%".

Speaker Grilles Front and Back

Startlingly realistic full-circle sound—from a set much smaller than a desk dictionary! Plays 500 hours on 4 flashlight cells, Genuine leather-covered case—4 thrilling colors—shoulder strap or carrying handle, Only 2%" x 914" x 914". Model T-500.

Over 100 Miles' Reception!

otrate this Raytheon marvel alongside AC-DC table sets. It will open your a NEW Raytheon miracle! Five

d re

G



Series TV— from \$139.95



Series TV— from \$199.95





Clock Radios— Utility Radio from \$29.95



World's Largest Producer of Transistors RAYTHEON MANUFACTURING CO. . Television and Radio Operations . 5921 W. Dickens Ave. . Chicago 39, Illinois

YOUR YEAR



ONLY FULL LINE IN THE INDUSTRY !

Your customers can't have a preference 'til you give them a choice! Only Easy offers a complete choice. Wringers, Spindriers, Automatics and Dryers for every laundry problem and pocketbook.



NEW NETWORK TV AND RADIO PROGRAMS I

Featuring America's hottest selling personality. Plus full-color pages and two-page spreads in 7 top national magazines. Exciting new selling story will hit your prime, most able-to-buy prospects.



FAST MOVING PROMOTIONS !

Easy goes all the way. No "one-shot" local promotions. You'll be participating in full scale nationally backed programs tailored to suit your individual selling operation.



NEW PROMOTIONAL MATERIAL PACKAGES!

Complete merchandising kits for every scheduled promotion. Everything you need for in-store sales excitement is in these kits—at a single all-time low price!

IF YOURE AN

PAGE 184

JANUARY, 1956-ELECTRICAL MERCHANDISING

IS HERE



NEW "KEY CITY" NEWSPAPER ADVERTISING !

Most consistent, powerful, factory-supported campaign in the industry. Big space retail ads will cover most major marketing areas from coast-to-coast.



NEW "TRADE-UP" PROMOTIONAL MODELS !

Manufactured specifically to give special "traffic-pulling power" to your own promotional events. Your customers get maximum dollar value. You get more profit per sale and more overall volume movement.



NEW PRODUCTS COMING ALL THROUGH THE YEAR!

The kind of new Easy products that you'll want to move and give the promotional push up front. All designed to put your Easy sales and profits at new highs.



"TOP SECRET" FOR EASY DEALERS ONLY I ASK YOUR EASY REPRESENTATIVE I

It's the latest, most spectacular home laundry appliance in 20 years! Easy now opens up completely new market opportunities... for EASY DEALERS. Yes — EASY'S YEAR IS HERE!



EASY WASHING MACHINE DIVISION OF THE THE CORPORATION OF AMERICA

ELECTRICAL MERCHANDISING-JANUARY, 1956

Make '56 your best year with

All types and colors of \$13.95 to \$66.95 Arvin radios



ARVIN MODERNAIRE has the sleek styling its name implies, with slick performance to match. All-new printed wiring, AC/DC superhet circuit. Alnico V speaker. Five tubes including rectifier. Model 951T, Ivory, Cherry, Citron, Bitter Green, Coral and Sandalwood, \$19.95. Model 950T, Rosewood, \$17.95.

ARVIN AIRWAY 3-way portable is today's biggest value. Outstanding styling, compact size. Air Loop antenna for extra distance. Four tubes plus long-life selenium rectifier. Model 964P, Matador Red, Aqua, Cinnamon, \$32.95. Model 962P, Maroon, \$31.50. Other Arvin 3-way portables to \$47.95.

ARVIN DUOPHONIC has twin 5-inch speakers, new mercury-type treble-bass selector, lighted slide rule dial. Rich Velvet Voice tone lives up to the richness of its distinguished modern design and gold trim. Five tubes including rectifier. Model 956T, Turquoise, Sandalwood, Ivory and Coral. \$32.95.

ARVIN STARLIGHTER clock-radio has new panoramic clock face, easy to read. Telechron clock and timer, 1100-watt appliance outlet, Alnico V speaker. New Air Loop antenna. AC operation only. Five tubes including rectifier. Model 957T, Ivory, Willow Green, Sandalwood, and Flame. \$39.95.

Peak values at all prices

With a complete range of styles, colors, and prices, Arvin Radios give you complete command of the market—with full assurance of top value in every price bracket. All indications point to a tremendous radio year. Make it your best, with Arvin, the best line.

Displays, newspaper mats, radio copy — everything to help you sell!

Electronics and Appliances Division

Arvin INDUSTRIES, Inc., Columbus, Indiana

Prices slightly higher for West and South. Portable prices do not include batteries.



Bed Coverings

-CONTINUED FROM PAGE 182-

ing at least one electric bed covering; 41 percent of sales went to homes with one unit already in use and 28 percent were sold to homes with several other units.

ELECTRICAL MERCHANDISING'S saturation figures were revised last year and again this year to compensate for this trend but some in the industry feel that the figure (10.6 percent in 1955 and 11.6 percent on January 1, 1956) is still somewhat high. (An additional complicating factor is that a number of old units have been replaced by manufacturers. Some compensation was made for this situation in last year's revision.) Until more accurate figures can be obtained the Electrical Merchandising figures stand as the best industry estimate of such saturation.

Who Sells What

The appliance dealer remains an important factor in the industry but blanket departments continue to step up their bed coverings business. As the industry grows the appliance dealer's volume may increase as well but his percentage share of the industry seems destined to be pared down somewhat by this increased activity by soft goods departments. One manufacturer notes that in non-Fair Trade areas the appliance dealer is perhaps better equipped to meet competition than the department store. However, the widespread merchandising of low-priced lines tends to minimize the impact of such isolated situations.

The bulk of the industry's business continued to be in the form of electric blankets during 1955. One manufacturer, however, noted a good increase in movement of electric sheets once they had been re-named "coverlets" or something similar. The "sheet" designation has apparently worried housewives who think of a sheet as something to be washed frequently. One chain of stores reported a 40 percent increase in business in this type of merchandise once it had been re-christened. A slight increase in the sale of electric mattress pads was also noted.

There is some mild speculation in the industry over the possible revival of the electric comforter. The non-electric version of this bed covering has enjoyed a boom of sorts this year and some manufacturers think it's just possible that someone will attempt to capitalize on this new acceptance with an electric comforter. Those who disagree cite two problems: (1) the cost of such a comforter and (2) the fact the industry is back-ordered on its present merchandise.

A few years ago the wool content of electric blankets was a topic of interest but this fiber has all but disappeared in today's models. Various blends of nylon, rayon and cotton have

replaced wool.

That's the industry picture today. There are few real gripes to be heard among manufacturers. They're all busy turning out more and more merchandise. Last year was unbelievably good and this year will be better yet. End

Hotpoint powered by

LIVING FOR YOUNG HOMEMAKERS

Breaks All Records in its 1955 Major Merchandising Event

LIVING for Young Homemakers and Hotpoint—developed and engineered



Hotpoint's record-breaking promotion was spearheaded by LIVING's dramatic LIVING-Conditioned homes program planned for young homemakers . . . who buy

73% of all houses...

72% of all washing machines...

63% of all refrigerators...

62% of all ranges...

62% of all TV sets.

Recognizing the buying power in depth of the young homemaker market — the market that has to buy — more and more manufacturers are reaching these young families at the time of intended purchase, through their advertising pages in LIVING.

the most aggressive, comprehensively-planned merchandising vehicle in the history of the major appliance industry—a bold, broad-scale program that resulted in the most successful magazine promotion in Hotpoint history.

Advertising and promotional funds invested by all program participants are estimated to have been close to \$20,000,000!

Let's look at the record:

- 300 Hotpoint LIVING-Conditioned homes were constructed in 45 states and Hawaii!
- 5,000 to 25,000 persons each week inspected these homes!
- More retail dealers participated than ever before in the history of the major appliance industry!
- Sales increases ranged from 19% to 125% over the same period a year ago!
- Consumer enthusiasm and retail purchases of Hotpoint electrical appliances set all-time records throughout the year!
- More consumers are buying and more retailers, utilities, key accounts and builders are interested in promoting and aggressively selling Hotpoint appliances!

Over 6,000 dealers cashed in and are still cashing in, on 1955's golden selling opportunity, put together by Hotpoint—and by LIVING, the only magazine that knows, understands and caters exclusively to America's biggest buying market—Young Homemakers.



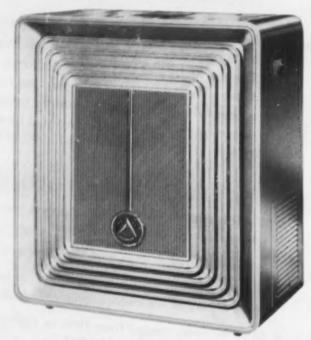
A Street and Smith Publication
575 Madison Avenue, New York 22, N.Y.

NEW DEVELOPMENTS LIKE THESE MAKE Auaker HEATERS Big Business!

A NEW LINES WILL JUMP

NEW! "Space Saver" WALL OIL HEATERS

SAVES 50% of **FLOOR** SPACE



The greatest oil heater development in the last 40 years and only Quaker has it! These Quaker "Space Savers" stand flush to the wall, save 50% on floor space-make all other heaters old-fashioned.

Finished in beautiful Hammertone Beige and Silicone "Gold." Safety approved by Underwriters Laboratories. The only oil heaters with a 3-Way Money Back Guarantee.

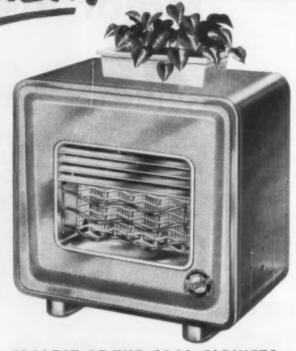


Old Fashioned

New Quaker

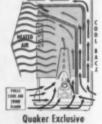
3 New Models: 40,000-55,000-65,000 BTU output capacities.

SAFETY "COOL CABINET" UNVENTED GAS HEATERS



COOLEST OF THE COOL CABINETS

"Air Stream Construction!" The most advanced construction in unvented gas heaters and only Quaker has it! This new design keeps cabinet "safety cool"-eliminates danger of scorched furniture or draperies-insures longer heater life, greater dependability, greater safety-produces more radiant heat-delivers more circulation warmth! Luxuriously finished in beautiful "Sahara" lifetime porcelain and Silicone "Gold."



4 New Models: 12,000-20,000-30,000-40,000 BTU input capacities.

naker MANUFACTURING CO.

Heating Division of Florence Stove Company • 1147 Merchandise Mart • Chicago 54, Ill.

DEALER SALES UP 180% IN 1955!

YOUR PROFITS EVEN HIGHER IN '56!

NEW 20-YEAR VENTED AUTOMATIC GAS HEATERS



GUARANTEED 20 YEARS

Only Quaker Gas Heaters carry a 2-Way-20-Year Guarantee... both the advanced Quaker "Multi-Heat" burner and double porcelained combustion chamber are guaranteed 20 years . . . and only Quaker gives you a fully automatic gas heater . . . Automatic Forced-Air Warm Floor Blower, Automatic Minneapolis-Honeywell Temperature Control and Automatic 100% Safety Shut-Off . . . all factory installed.

Finished in beautiful Hammertone Beige and Silicone "Gold."

BTU input capacities.

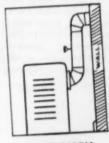
4 New Radiant Vented Models: 4 new "Blue Flame" Vented Models: 35,000-50,000-65,000 Models: 35,000-50,000-65,000

Decorator "COOL CABINET" GAS WALL HEATERS

(vented or unvented)

HANGS ON WALL LIKE A PICTURE!

Requires no floor space! As easy to install as free standing gas heaters. The greatest development in gas heaters in the last 25 years and only Quaker has it. Makes all other heaters oldfashioned. Finished in beautiful Hammertone Beige and Silicone "Gold." Cabinet is extra-cool . . . extra-safe . . . can be re-painted to blend with any room color motif. Available in vented or unvented models.



ORDINARY HEATERS



QUAKER





QUAKER MANUFACTURING COMPANY 1147 Merchandise Mart - Chicago 54, Illinois

Please direct my nearest distributor to furnish me with full Information about Quaker's new 1956 lines and promotions.

Name of Firm

City.

The "Hottest" Line in the Industry, Backed by the "Hottest" Promotion for 1956 TRADE-IN PROMOTIONS THAT DON'T COST YOU A CENT



The TOASTMASTER Water Heater Story

Now that all the forecasters have made their predictions for 1956 (and it's generally agreed that there's another year of big prosperity ahead), it's as good a time as any for some reflection about the past. A lot of water has gone under the bridge since the first ancestor of today's family of Toastmaster Water Heaters was built by mechanic-engineer-designer-electrician Clark Osterheld in a garage at Stoughton, Wisconsin, in 1918. It may not have been the grand-daddy of all modern domestic water heaters, but it was darned close to it . . . especially when you remember how many of today's water heaters utilize wrap-around heat application. But old grand-daddy had it first.

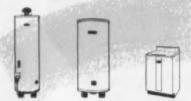


After old garage-born grand-daddy came a whole procession of water heater youngsters; they were called Clark Electric Water Heaters. In general, every-body (including other water heater builders) admitted that the Clark was a pretty doggone good electric water heater. Maybe it's significant that utility companies took the whole factory output. Those old-fashioned models covered a lot of styles; some of them had long legs and short tanks, then long tanks and short legs—fat ones, skinny ones, middle-sized ones, big ones. At one time (not too long ago), there was a little five-gallon model. There were water heaters that hung suspended from the basement ceiling... one of these, by the way, was in daily operation for nearly thirty years. Last we heard, it was still in operating condition.



Seems to be true, generally, that when engineers get hold of something good, they play around with it until they've got something better. During the years, somebody found a way to dunk tanks into molten zinc to make better and more effective galvanizing. Our own engineers worked out a system for using magnesium as a protective agent *inside* the tank, and then a way to *control* the electro-motive currents. Now, of course, there's a line of 10-year warranted Toastmaster Water Heaters available with glass lining and magnesium protection.

By 1947, when Clark Water Heaters were re-named "Toastmaster," we were getting ready for still more changes. There have been, for instance, a lot of improvements in the Life-Belt Element (that's our trademark for the external, wide-area heating element). All Toastmaster Electric Water Heaters are equipped with a new Life-Belt Element that's more versatile, more flexible. And so dependable that it still carries a ten-year warranty that made the original Life-Belt*



Today there are 28 different domestic Toastmaster Automatic Electric Water Heater models, with a range of capacities between 30 and 120 gallons. We don't believe there's a broader range of sizes anywhere. And we can offer you a fine line of Toastmaster Universal Gas Water Heaters, too. Here again, they're available both with and without glass lining and in 20 different models. Every model, of course, is equipped with universal controls, burners and pilot . . . with interchangeable orifices available, making it possible to convert to any gas in about 30 seconds. That's a big saving to your customers who have to change from one kind of gas to another . . . and think of the reduced inventory that this conversion feature makes possible!

If you want details, we'll send you all the information you need—just write or call us for it. We think you'd find it profitable to handle Toastmaster* Water Heaterers. A lot of dealers and distributors have. Where shall we send details?

TOASTMASTER Automatic Water Heaters

McGRAW ELECTRIC CO. . Clark Division . 5201 W. 65th ST., CHICAGO 38, ILL.

**Testimation" and "Life-Belt" are tradomarks of McGraw Blockic Co., Chicago, makers of "Testimator" Water Books, "Testimater" testion and other "Testimater" and "Trapic-Aire" products.

Convigit, 1984, McGraw Books, Chicago.

Space Heaters

SALES OFF AGAIN



Despite fourth straight year of decline in oil space heaters, total sales of all types are well over 1,000,000. Wall units show gain.

S Abraham Lincoln said, the Lord must have loved poor people because he made so many of them. Poor people have little homes, and these are most luxuriously and cheaply heated by space units.

With more types of fuel available, space heaters are diversified today. Oil burning units sold 425,000 in 1955. Gas space heaters sold 345,500; bottle gas space heaters sold 187,666; and wall heaters, 358,333, making a grand total of 1,316,499.

Average price was \$100, brought up possibly because the wall heater costs a lot more than a stove type unit.

Old Homes Big Market

The market for space heaters does not seem to be preponderantly in the new homes built since the war's end, except in the South. Fully 80 percent of these new homes have central heating. In the South this is not true, and here the heater

business was strong in new housing.

The sale of space heaters for old homes is the big field, as reported by the 1950 census. In that year, there were 44,229,845 occupied homes,

in the United States, which broke down into the following age groups

	00.	O		
10	years	old	9,174,635	(20.7%)
10	to 20	years old	5,893,125	(13.3%)
20	to 30	years old	8,893,715	(20.1%)
30	venes	old and older	20 263 873	(45 896)

There were 10,064,880 urban homes without refer were 10,004,380 urban homes without central heating in 1950. Towns over 10,000 population bought 18.4 percent of the space heaters; 2,500 to 10,000 population, 11.1; towns under 2,500 (rural, non-farm) 24.3; suburban 4.7; rural dwellers, 41.5. The sunny South, which calls for just a touch of heat, is the best space heater market, with North Carolina in the lead in

Diversification of types of space heaters began with the availability of the various kinds of fuels. The wall type unit came in because it is an easy installation in an old house and takes up little floor space.

The percentage of space heaters sold with thermostats is 60 percent; with blowers, 73 percent. (In '54 these figures were 35 and 45 percent, respectively.) About 73 percent have a trade-in which one manufacturer says is usually complete (Continued on page 194)

Three Years Statistical Summary Oil Space Heaters

		1955	1954	1953
	Units sold	410,000	520,000	647,800
	Average retail	price \$98	\$96	\$96
_	Retail value	\$40,180,000	\$49,920,000	\$60,892,000

THE SPACE HEATER MARKET

Per Cent ' of 1954 U.S. Total*	Homes with Non-Central Heating?	Heated with Oil Space Heaters
***	678,780	46,740
		22,660
Arkenses 11	155,435	39,975
	448,545	142,390
	1,781,090	
Connecticut24	183,580	41,425 114,450
	165,415	12,440
	30,716	
Dist. of Columbia .73 Florida11.74	19,490	5,285 259,110
	733,115	
Georgia 2.83		43,190
Illinois 5.09	113,285	
Indiana 5.18	781,310	299,580
	529,485 327,295	150,735
Towa		165,085
Kentucky 1.11	334,370	47,945
	568,940 611,655	25,090
Maine71		59,685
	127,350	64,110
	183,500	61,050
*****	346,765	245,160
***	558,510	246,315
*** * * * * * * * * * * * * * * * * * *	330,670	182,590
Missessippi ,01	491,620	21,100
	614,645	131,220
	103,390	26,165
	183,320	74,290
New Hampshire19	36,025	13,575
New Jersey 45	65,310	38,485
New Mexico	259,435 122,285	133,480
New York 4.01	684,305	9,725
North Carolina11.60	814,260	202,835
Horth Dakota 1.02	76,715	30,655
Ohio 4.68	759,875	118,685
Oklahoma01	497,030	29,825
Oregon 1.21	298,270	124,770
Pennsylvania 3.19	695,605	66,485
Rhodo Island28	89,030	67,345
South Caroling. 4.63	456,430	110,765
South Dakota 1.20	105,125	49,365
Tennessee 1.68	678,055	65,300
Texas	1,826,160	154,290
Utah	83,285	10,770
Verment38	49,535	22,180
Virginia 5.93	532,110	109,320
Washington 3.23	406,400	218,220
West Virginia26	377,825	4,165
Wisconsin 3.43	339,620	167,885
Wyeming03	\$1,370	8,475
100.000		
*Source: Institute of Cooking		4,628,815

†Source: 1950 U.S. Census of Housing Equipment-Table 20





Redi-Fry Griddle AUTOMATIC ELECTRIC

With Accurately Controlled Heat—Large enough to serve the entire family at the same time (12" x 16" x 11/4")

Now you can meet the demand for a family-sized, automatic heat controlled frying and grilling appliance—with all of the features usually found only in commercial grilling units. Only the KM Redi-Fry Griddle has the automatic "Dial-A-Recipe" control. Simply dial the frying or grilling operation desired and the proper temperature will be automatically and "accurately" maintained throughout the cooking cycle.

Temperature range from 150° F. to 420° F. With Off and "Keeps-Warm" Settings.

MONARCH KNAPP



Automatic "Controlled Heat" All-Purpose Stainless Steel Table Cooker



Deep Fries, Cooks, Bakes, Warms, Steams, Blanches, Pops Corn and Serves as an Electric Chafing Dish-Right at Your Table!

No more guess work! The proper temperature for each recipe—Perfect Results—Everytime! Simply dial the recipe or the temperature you desire and the KeM. Chefster does the rest—Automatically. Removable Thermo Pan is as easy to clean as a dish. Indicator Light signals

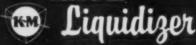


The Tin Heater

Heats an entire room (12 x 15 x 8)... Maintains constant heat regardless of outside temperatures or room changes.

Fan-forced Circulation of the KM Fin Radiation Heater provides clean, constant floor-to-ceiling warmth-keeps an entire room comfortable without help from any other source of heat.



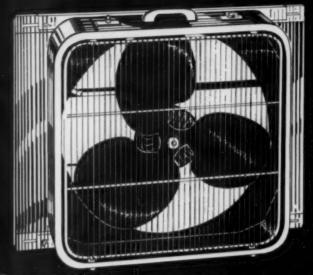


Now in Striking Copper and Durable Chrome

New, larger mixing bowl has greater capacity .. mixes more thoroughly than any blender

Exclusive KM Multi-Speed Switch

New Slide Switch assures selection of correct speed for each liquidizer function

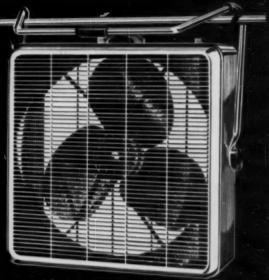




20" Reverso Window Fan

AUTOMATIC THERMOSTAT

Powerful fan unit lifts right out of the window panels for use as a day time circulator. Set the convenient thermostatically controlled dial for desired comfort. The KM REVERSO Fan is easily reversible and will operate with full air delivery in either intake or exhaust positions. Exclusive features include three speed switch and separate thermostatic control.





20" Swing-A-Round

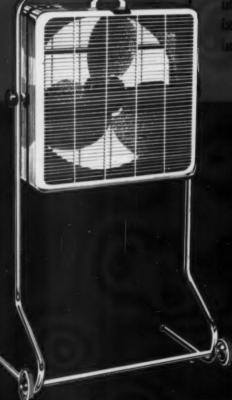
Can be easily tilted to any position as a powerful blower, or an efficient circulator—or swing the legs around and hang them over the exclusive, adjustable expansion rod which fits into any window opening, and you have the most efficiently operating window fan you could buy.

The KM FAN FAIR for 1956

traditionally Superior ... now at their all time peak!

OF THE INDUSTRY ...

GET FULL PARTICULARS AT THE NATIONAL HOUSEWARES SHOW National Houseware Manufacturers Association, Navy Pier, Chicago, Jan. 19-26 — Booths 648, 650, 652, 654









3 SPEED MOBILE ON WHEELS

The most portable 20" Blower, Circulator and Window Fan ever produced! Performs as a Blower, Circulator or Window Fan wherever needed ... attic, bedroom or living room—upstairs or down.

Fan may be positioned at any height.



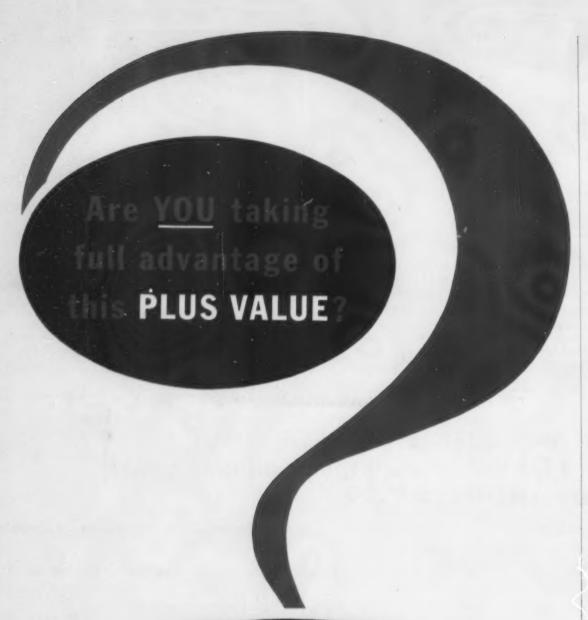
Rol-A-Round All-A-Round

The ALL-A-ROUND Fan is everything its name implies. Use it as a floor fan, tilted to any angle—as a blower or circulator. Hang in steel casement windows, one or two at a time, or use it in conventional wooden casement windows. Scientifically designed 12" blades moves greater volume of air than the average 16" window fan!



Duo-Aire Fan

Here is the most amazing engineering feat ever accomplished. The revolutionary, new KM DUO-AIRE Fan-solves your cooling problem all around the house—all around the clock. It's a blower! It's a circulator! It's a window fan! And, what's more, no attachments or complicated adjustments are necessary to change from one duty to another.



The public knows what it wants. In 1955 Nichrome* was used in more electrical appliances, and by more electrical appliance manufacturers, than in any previous year in the history of the Driver-Harris Company.

When you say "Equipped with a NICHROME HEATING ELEMENT," you'll sell more customers faster, and keep them sold longer.

Nichrome V and Nichrome are manufactured only by



Driver-Harris Company HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

Space Heaters

- CONTINUED FROM PAGE 191 -

junk and entitled only to a courtesy

Carryover Stock not Large

About 75 percent are sold on a time basis, and experts estimate that the market on space heaters is 65 per-cent saturated. Only 5 percent are estimated by some makers to go into new construction. It is believed that 102,000 oil space heaters were carried over into the 1956 market, and that 100,000 gas space heaters, 40,000 LP gas space heaters and 100,000 gas wall heaters have gone into the 1956 stock.

The census reveals that the greatest market for space heaters are homes heated by coal and wood. In 1950 there were 20,294,625 homes without central heating. Wood as home fuel was dropped in 3,451,795 homes in the decade between 1940 and 1950, and coal in 2,775,757 homes.

Since they are in abundance, manufacturers made the usual deals in 1955 to get space heaters moved out early. but discovered, as always, it took cold weather to make families think about a new stove.

Ten Best States for Sales

The ten best states in the country for space heaters are, North Carolina, Michigan, Illinois, Ohio, Indiana, Florida, Virginia, Missouri, South Carolina and Pennsylvania. The sale of gas space heaters depends on the issuance of gas permits by the utilities, and therefore does not follow the usual economic lines. In 1950 there were 805,480 homes reported using bottle gas for heat.

Wall type heaters, which are new in the market, usually burn gas, and 50 percent of them are said to go into new construction. California is considered the best state for sales of wall

All in all, the space heater business for the year proceeded to break into types that suited the local fuel which is most economical to burn.

NEXT MONTH

HEAT WAVE

You don't sell many fans and air conditioners until the weather gets hot, but you figure out how to sell them in February and March. That's why next month's Electrical Merchandising is the special Air Conditioning and Fan issue. In it are market studies on both these products. In it, too, are methods of selling them that work because somebody has proved they work. Look for the February Electrical Merchandising for

Air Conditioning and Fans

Hot News!

from the World's Biggest Makers of Food Freezers...about

the <u>oo</u> combination in America!

Freezer Plus Refrigerator

A TWENTIETH-CENTURY TRIUMPH OF
HOME DEEPLICEPATION PROGRESS

You'll find profitable reading in the four pages that follow

HERE IT IS

THE ADVERTISING THAT'S

TELLING 35,932,999 LIFE, POST, McCALL'S

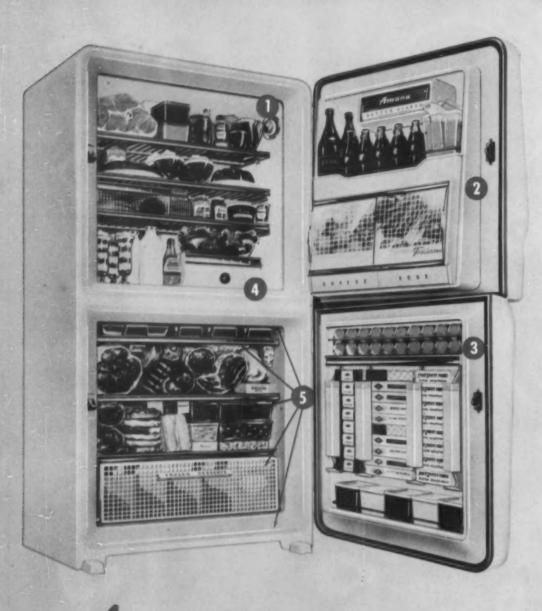
AND BETTER HOMES & GARDENS READERS

ABOUT THE NEW

Amana W REFRIGERATOR

. A GENUINE AMANA FOOD FREEZER PLUS A NEW SUPERIOR-PERFORMANCE REFRIGERATOR

exclusive sales-making features throughout



to put YOU in the strongest position ever to capture new volume from the rapidlyexpanding "combination" market.

- POLARAMIC DIAL CONTROL protects all food all ways. In the freezer—and in the refrigerator section! Constant evenzero cold in the freezer. Scientifically-controlled temperature in the refrigerator. Both are assured by this exclusive Amana temperature-control. Automatic defrosting in refrigerator, too!
- 2 JUMBO STOR-MOR DOOR IN REFRIGERATOR puts more food at fingertips! Butter-keeper, egg and cheese compartments! Big bottle space! Exclusive Beverage Pitcher holds full three quarts—pours from door, or lifts out for serving and cleaning.
- 3 AUTOMATIC DISPENSERS IN STOR-MOR FREEZER DOOR deliver food packages in the order stored! No need for written inventory sheets! Space for 20 cans of fruit juices. Colorful containers for freezer-storing tasty "Planned-Overs."
- NO BULKY BASKETS to waste valuable storage space in the freezer! Foods are stored in easy view... on Amana's exclusive positive-contact freezing surfaces. It's handier, more convenient. And offered only by Amana!
- 5 AMANA-MATIC, POSITIVE-CONTACT FREEZING SURFACES. True freezing coils throughout the Amana freezer section guarantee flash-freezing action. All three shelves are prime freezing plates. And there are coils in top and bottom too!

THE AID OF THE MOST POWERFUL PROGRAM IN AMOUNT HISTORY!

take a look at the program that's pushing this new combination Freezer Refrigerator right into the kitchens of America's homes!

TELEVISION!

lly-

The uproarious new hit of the TV comedy season—"The PHIL SILVERS' SHOW!" Tuesday evenings over the giant CBS Television Network... with Amana's own Laraine Day selling for you, over stations that blanket America... from Maine to California... reaching over 95% of all American TV homes!

MAGAZINES!

Dramatic and colorful two-page spreads in big-circulation sales-producing magazines like LIFE, SATURDAY EVENING POST, BETTER HOMES & GARDENS AND McCALLS... penetrating deep into the nation's best buying market... with powerful sales messages to 35,932,999 people!

DEALER HELPS!

Amana's national campaign is backed by a smashingly complete program of dealer help! Sales plans and training materials... business-building ad mats ... radio commercials... direct mail literature... window and floor displays. Everything you need for effective salesmaking follow-through!







the opportunity is yours.

Now—with the scientifically designed, new Amana Freezer-Plus-Refrigerator—you have the product that's engineered for true freezer performance... plus superior refrigerator service. You also have the selling help of the most aggressive, most complete promotion program in Amana history. And, finally, you can count on quick consumer acceptance—acceptance built up by Amana's answering adherence to its century-old tradition of fine craftsmanning! Add them together. They spell Sales Opportunity—for you!

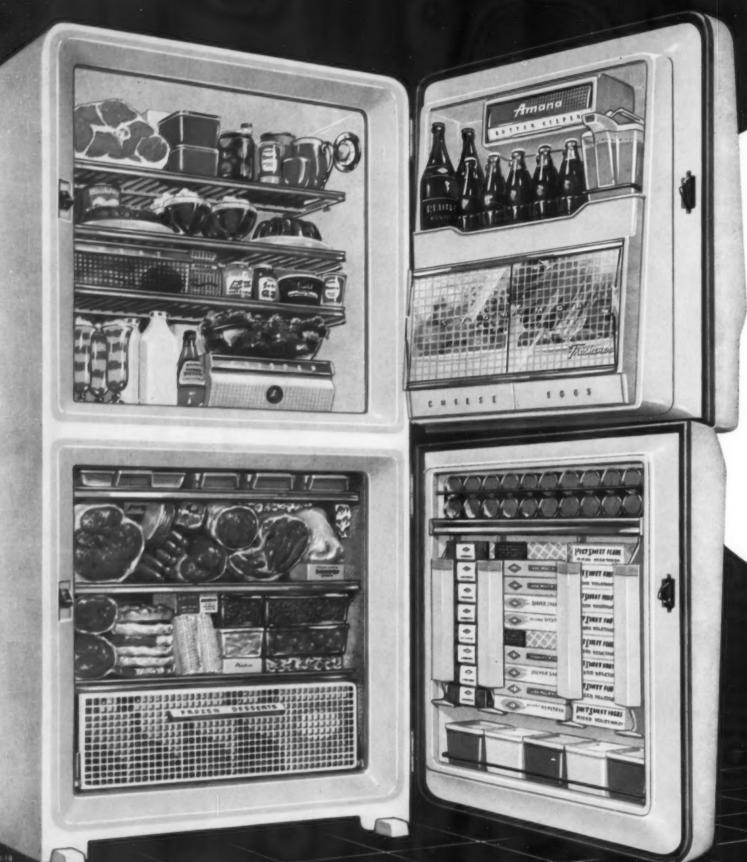
(If you don't handle Amana products now, why not get started right away. Just fill out the coupon, we'll tell you how to climb aboard a profit wagon that's really rolling!)

BACKED BY A CENTURY-OLD TRADITION
OF FINE CRAFTSMANSHIP

AMANA REFRIGERATION, INC.

Conflamen. Please sent me complete information on deuter franchise for the extra-profit Amone Kine.

Wow From Almerner



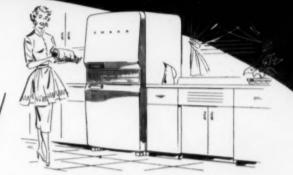
Model FPR-16

See the New Stor-Mor Freezer Plus Refrigerator at your dealer's

the genuine Stor-Mor Food-Freezer plus a Superbly Roomy Refrigerator!

combined to fit

right in your Kitchen!



* Here is a genuine Amana food freezer not just another "freezer" compartment. Its roomy 8.5 cubic foot capacity holds 297 pounds of frozen food alone!

* Here is superbly spacious refrigeration space, equal to a conventional 12 cubic foot refrigerator!

* Here is Automatic Temperature Control for both freezer and refrigerator!

Now, for the first time you can get genuine Amana quality in a magnificent Stor-Mor Food-Freezer, plus a generous big-family size refrigerator! Combined in a single compact unit for the ultimate in kitchen space-saving and convenience. A combination of refrigeration, food storage, and freezer features that makes conventional two-temperature refrigerators seem obsolete.

Check the advanced Amana features of this superb unit. Constant automatic temperature control means no frozen foods in the refrigerator; no half-frozen foods in the freezer! Completely automatic defrosting, plus controlled humidity, in the refrigerator! And every inch of space is usable, easy to-get-at!

Naturally, you get traditional Amana quality in the roomy, 8.5 cubic foot freezer section. All shelves plus top and bottom, are true freezing surfaces! Quick-freeze seasonal bargains, super-market specials, fish and game in season. Enjoy them in any season! Shop less frequently . . end menu-monotony forever!

FITS EVERY HOME! Large or small, house or apartment—this new Amana Stor-Mor combination fits any average kitchen. Brings real super-market convenience to any size family!

BIG SPACE BONUS! Old-fashioned freezing compartments, ice trays, meats, desserts, and leftovers don't steal valuable refrigerator space. Food-packing tests by certified home economists prove the new Amana combination gives you refrigerator space equal to conventional 12-foot refrigerators... plus freezer space for 297 pounds of frozen foods!

SMALL FAMILY SIZE! Economical Amana Model FPR-14 holds 220 pounds of frozen food, and gives you roomy refrigerator space equal to conventional 10 cubic foot model!

See your dealer. Ask about the Amana Easy Purchase Plan. Learn how Amana's Plan for Better Living applies to you and your family.

LOOKING FOR FRESH MENU IDEAS? Ten cents brings you 64-page "Meal Magic." Write Ann MacGregor, Amana 2, Ia. for your copy!

BE SURE TO SEE PHIL SILVERS IN "YOU'LL



NEVER GET RICH." CBS TELEVISION NETWORK.

TUESDAY NIGHTS. SEE YOUR LOCAL PAPER FOR TIME AND STATION.



EXCLUSIVE POLARAMIC DIAL CONTROL protects practicus foods always! Fully automatic cold, maintains even 0" temperature in your freezer, yet permits no freezing in refrigerator even. No frozen with seek hard british.



FIVE AMANA-MATIC FREEZING SURFACES! All shelves, and top and bottom of Amona freezer section are prime freezing surfaces. It's exclusive with Amana! All foods are stored on, or directly below, a solid freezing plate!



NO SPACE-WASTING BASKETS in sparkling new Amana combination! Reach in, take what you like without fuss or trouble. It's easier this way. Better too, for food is in constant contact with Amana-Matic freezing surfaces!



JUMBO-SIZED STOR-MOR DOOR! Food at your finger-tips! Big bottle space! Buther-keeper, crisper drawers, cheese, egg sections. Exclusive. 3-q1. Beverage Pitcher pours from door, or can be removed for table use!



AUTOMATIC PACKAGE DIS-PENSERS! 20 cans of frozen fruit juice concentrate snuggle in Stor-Mor freezer door. Easily adjustable food racks fit all standard packages! And, both Amana doors open with eavy push handles!



AMANA, WORLD'S LARGEST MANUFACTURER OF FOOD FREEZERS,
BRINGS YOU AMERICA'S FINEST QUALITY HOME REFRIGERATION PRODUCTS

AMANA REFRIGERATION, INC. * AMANA, IOWA

Producers of food freezers, freezer-refrigerators, air conditioners

Available throughout the world

The Amana "Who's Who" of America's Finest Appliance Distributors

ANSAS

LIFORMIA

FRESHO

ONG BEACH

NGELES

WICHITA Finn Distributing Compe

KENTUCKY

ASHLAND

LOUISVILLE Stratton & Terslegge Co., Inc.

NEW ORLEANS

Lighting Fixture & Electric Supply Co., Inc.

Graybar Electric Co., Inc.

PORTLAND Oxford Distributors

MASSACHUSETTS

BOSTON

DETROIT

traybar Electric Co., Inc.

GRAND RAPIDS

Aajor Appliance Company

lajor Appliance Company

INNESOTA

MINNEAPOLIS

erster Distributing Company

MISSOURI

PLIN Y. McDonald Mfg. Co.

KANSAS CITY
Columbias Electrical Co.

BUFFALO

LONG

NORTH CAR

CHARLOTT

NORTH DAKOTA

FARGO O'Day Equipment, Inc.

CINCINNATI

Graybar Electric Co., Inc.

CLEVELAND

COLUMBUS

DAYTON

Toledo Merch

OKLAHOMA OKLAHOMA CITY

Major Distributors, Inc.

OREGON

PORTLAND Lou Johnson Co., Inc.

PENNSYLVANIA HARRISBURG

Pairce-Phalps, Inc.

HAZELTON

Corullo Electric Supply Co., 5

PHILADELPHIA

PITTSBURGH

SOUTH DAKOTA

RAPID CITY

TENNESSEE

KNOXVILLE

AMARILLO S & D Disa BIG SPRIN

USTON

S & D Distrib

SAN ANTONIO

SALT LAKE CITY

ALEXANDRIA

HORFOLK

Price's, Ince RICHMOND

WASHINGTON

SEATTLE

Legihan Dist POKANE

ISCOMSIN

GREEN BAY

MARINETTE

G. M. Popke

Felker Distribu

CANADA

ALBERTA, CALGAR

ALBERTA, EDMONTON

D. Ackland & Se

BRITISH COLUMBIA, NE Circulex (Canada) Ltd.

Circulex (Canada) Etd.
BRITISH COLUMBIA, VA
Circules (Canada) Etd.
MANITOBA BRANDON

AMANA RI

OF FINE CRAFTSMANSHIP

Finance... WORLD'S LARGEST MANUFACTURER OF FOOD FREEZERS . . . BRINGS YOU AMERICA'S FINEST-**QUALITY HOME REFRIGERATION PRODUCTS**

Freezers • Freezer plus Refrigerators • Built-In Freezers and Refrigerators · Room Air Conditioners · System Air Conditioning

AMANA REFRIGERATION, INC. . AMANA, IOWA

Record Players

SALES ARE CONFUSING BUT PROFITABLE



Despite decline in plug-in players and units for radio-TV combinations, single players and separate changers give the industry a 21 percent gain

ABOUT the only thing that hasn't improved in the record player industry since last year is marketing and sales statistics. With only a few exceptions, manufacturers guard their marketing data as zeal-ously as they publicize new products.

ously as they publicize new products. Industry sales probably went up about 21 percent in 1955—total sales of some 2,000,000 units. While this figure is interesting it is also misleading since some companies report sales increases of as much as 125 percent while other admit frankly to losses in sales resulting from a number of causes.

So, while the total market is growing and manufacturers, for the most part had difficulty in keeping up with demand, each presents a different situation. Because of this, some dealers

and distributors had good yearly sales, others found phonograph sales lower than in 1954.

By type of unit, plug-in players probably dropped to a new low of 50,000 units. Some industry spokesmen predict they will drop still lower (perhaps to 40,000 units) this year.

(perhaps to 40,000 units) this year.
Radio-TV combinations, too, lost popularity in 1955. There were probably no more than 250,000 units sold with prospects this year of still greater loss in share of the market.

The big sellers, of coure, were single players and record changers. Both made sizable jumps to offset the losses of plug-ins and combos and then jack up the industry to its 21 percent gain over 1954. Single players sold about 1,000,000 units—an increase of 550,000 over the previous year.

Record changers are reported to have moved up to about 750,000 units compared to 400,000 in 1954. This year, single players and record changers are expected to show increases of between 20 percent and 30 percent.

Helpful Hints

Some helpful hints on the size of the total market may be gleaned from other sources. In 1953, there were about \$205,000,000 worth of phonograph records sold. Next year, the volume moved up to \$225,000,000 and, in 1955, sales probably topped \$300,000,000.

The hi-fi market, still growing by giant sales leaps, probably made a 65 percent dollar sales increase last year. Best estimates place the volume at \$500,000,000 including tape recorders

and all components. This is in contrast to estimates of about \$300,000,000 for 1954.

Although much of the equipment included in the hi-fi sales figures is other than single unit record players housed in one cabinet, it is undeniably true that more and more phonograph makers label all but their most inexpensive sets "High Fidelity". Manufacturers who last year reported to Electrical Merchandising's survey that only 5 percent to 10 percent of their sales volume was for hi-fi equipment, this year declared 40 percent or 50 percent or even 60 percent of 1955 sales volume was for hi-fi.

Marketing Strategy

Most sales managers right now sit on a pretty hot seat. They've not only got to back up the distributors and dealers to the limit, but they've got to be doubly careful to supply the types of units in the quantities demanded by the public.

Many manufacturers admit they're overhauling their whole line, trying to determine what models should be dropped and what should be added. It's apparent that many didn't estimate 1955 sales too well. Dealers and distributors are back ordered on some models, can't move others. The manufacturers' troubles seem to stem from two ailments:

• In the first place, many sales managers had difficulty selling top management on their recommendations for 1955 production. This was particularly true of large, full line makers whose management wasn't as close to the record player market as it should have

• Secondly, there was a components shortage—especially in the second half of the year—that put the bite on production and slowed down schedules. Some say the shortage was inevitable; others say just as firmly that the shortage an artificial one, created by the components manufacturers after the labor-management wage disputes were settled, and designed to push prices up.

Whatever the case, prices will undoubtedly rise this year. The increases may be as little as 3-4 percent or as high as 8-10 percent.

Seasonal-Geographical Patterns

The seasonal sales picture appears to be about the same as last year. The fourth quarter rides high on Christmas sales and probably accounts for 40 percent to 50 percent of sales. The other three quarters divide about equally with the second quarter dropping to perhaps 15 percent of sales volume for some manufacturers.

Geographically, there's no pattern for the whole industry. Naturally, the major market centers contain a substantial part of anyone's sales volume but the similarity among manufacturers stops there. Outside the big cities, the aggresiveness of distributors and

(Continued on page 204)

Photo proof! Good Housekeeping

Why did twelve leading newspapers, and retailers in twelve major cities stage Good Housekeeping Weeks in October? Why did hundreds of appliance dealers feature Good Housekeeping Guaranteed products and run local ads on them? It was good for their business. The famous Guaranty Seal is good for your business, too!

Another Multi-City Good Housekeeping Week comes up in the Spring. To find out how you can cash in on it, write Good Housekeeping Magazine, 57th St. and 8th Ave., New York 19, N. Y.



THE BOSTON STORE, COLUMBUS, featured the Good Housekeeping Guaranty Seal in the appliance department and throughout the store. Joseph Wasserman, President of the Boston Store, wrote: "We have found that products bearing the Seal are accepted by women without question."



EVEN THE FALL RIVER ELECTRIC LIGHT CO. tied in with Good Housekeeping Week and displayed the famous Guaranty Seal prominently!



THE MASON FURNITURE CO., FALL RIVER, spotlighted the Seal and featured Good Housekeeping Guaranteed products in store windows dramatically!



BIG PRIZE CONTESTS in which stores and newspapers participated, pulled mountains of coupons; brought new highs in traffic to stores.

Guaranty Seal sells appliances... sells everything!



J. H. SEWING MACHINE CO., FALL RIVER... attracted customers by showing the famous Push-Button Necchi Automatic Sewing Machine in the window, along with the famous Good Housekeeping Guaranty Seal.



SOMMERS DRUG STORE, SAN ANTONIO, did a bang-up job with displays and windows; sold plenty of merchandise!



MAYOR OF PITTSBURGH, David L. Lawrence, proclaiming Good Housekeeping Week an official, municipal event. Mayors of other cities did the same.



MONTGOMERY WARD, BALTIMORE made Ward Week doubly successful by teaming it with Good Housekeeping Week.

DID GOOD HOUSEKEEPING WEEK WORK?

Read what a few of the sellers say:

GRAYBAR ELECTRIC CO., SAN ANTONIO (Hotpoint distributors): "Enthusiastic response among our dealers to the traffic-producing features of the promotion."

JOSKES, HOUSTON: "Very much pleased."
RESTONIC CORPORATION, CHICAGO: "Our
Pittsburgh, Mansfield and New Orleans factories report substantial increases!"

BOSTON STORE, COLUMBUS: "Found that products bearing the Good Housekeeping Seal accepted by women without question."

BOGGS & BUHL, PITTSBURGH: "Excellent results. Let us know when your next promotion is planned."

JOHNSON'S SUPER MARKETS, SYRACUSE: "Promotion excellent; stimulated sale of Good Housekeeping Guaranteed products."

LUCKY SEVEN STORES, INC., HOUSTON: "Only sorry we did not take a full page ad, our response was so great!"

DIAMOND JEWELRY CO., HOUSTON: "The response was terrific!"

... and from the newspapers:

ALBANY TIMES UNION: "Our 52-page special section the largest we ever published!"
BALTIMORE AMERICAN: "More than 75 advertisers were represented in the section!"
COLUMBUS EVENING DISPATCH: "Enlisted the enthusiastic support of many of our merchants who recognize the broad customer acceptance accorded to the Seal."

DALLAS TIMES HERALD: "We should like to go into the promotion again in 1956." FALL RIVER HERALD NEWS: "37,683 coupons (weighing 56 pounds!) turned in for the trip-to-Europe contest!"

HOUSTON CHRONICLE: "A very successful promotion and we would like to repeat!"
LITTLE ROCK ARKANSAS DEMOCRAT: "62 different business firms cooperated; used 2,747 inches of local display advertising. Feel certain we could repeat the promotion on an even bigger scale."

MERIDIAN STAR: "Our 36-page special section carried 4,000 inches of advertising! We want this promotion again next year."

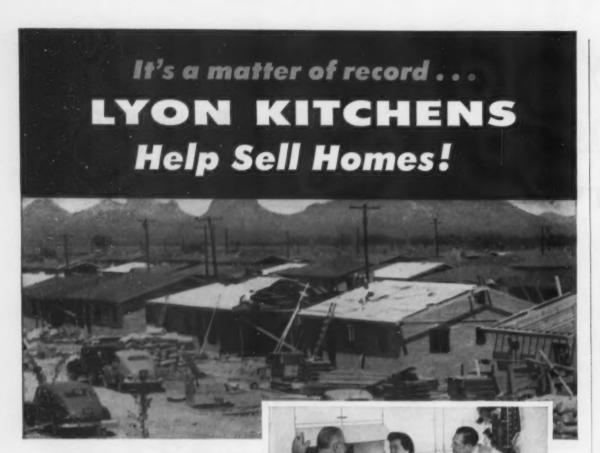
NEW ORLEANS ITEM: "The issue with the special Good Housekeeping section...second largest paper in our history."

PITTSBURGH SUN-TELEGRAPH: "40 pages and 77,000 lines of advertising were developed. Merchants enthusiastic."

SAN ANTONIO, THE LIGHT: "Unqualified success!"

SYRACUSE HERALD-JOURNAL: "Excellent reaction from stores, consumers. Guarantv Seal is a recognized buying influence."





You Can Offer **Builders Both Quality and Price** When YOU Sell

LYON Steel Kitchens

 You don't have to convince builders that attractive, modern kitchens go a long way in selling homes. They know it, from actual experience!

The big question is this—since builders, of necessity, are "close" buyers, can a kitchen cabinet dealer reasonably expect to meet their cost requirements and still make a worthwhile profit himself?

The answer is "yes," if you're selling LYON Steel Kitchens. For the Lyon direct-to-dealer policy means quality steel kitchens, competitively priced, with a healthy dealer profit margin!

If you want to develop real volume in kitchen sales, go after the builders. In the LYON package you have plenty to offer them . . . at a price that gets action!

coupon for complete story

LYON METAL PRODUCTS, INC. Factories in AURORA, ILL. and YORK, PA.

YON	METAL	PRODUCTS,	INC	121	Monroe	Ave	Aurora	111
FIOM	MEINE	PRODUCIS,	Tre way	141	Woulde	AVE.,	Aurora	

Gentlemen: I want proof that the Lyon Direct-To-Dealer Kitchen Cabinet policy can mean bigger profit to me . . .

COMPANY. ADDRESS

STATE

A PARTIAL LIST OF LYON STANDARD PRODUCTS

Record Players

- CONTINUED FROM PAGE 201 -

dealers makes itself plainly felt. Where one manufacturer reports good sales, another may report fair or poor sales.

Part of the reason for the differences

in sales volume among manufacturers is their ability to appraise the market correctly. The huge wave of publiciy about hi-fi and phonographs generally has had its effect on consumers. seem to be better acquainted with what's available and what they want.

New This Year

The crippling lack of industry sta-tistics is finally before the Radio-Electronics-Television Manufacturers Assn. with a plea for action from some mem-Whatever RETMA does should be of some help to all in the industry. It's hoped that representatives of all manufacturers can be persuaded to gather in a mass meeting where the importance of statistical material in planning marketing programs will be explained.

Appliance dealers will very likely get more attention from manufacturers this year than ever before. Most makers realize the importance of dealers to their sales and, as competition gets tougher, dealers will get more and better assists from manufacturers.

Better merchandising by appliance dealers is paramount on the lists of some manufacturers who hope to push sales up this year. They point out that many dealers don't have the kind of demonstration facilities needed to sell record players in volume.

Some plan on programs to educate dealers on better displays, more pleasant surroundings with rugs on the floor and draped walls to improve acoustics. Such refinements, they say, can be added at little cost to the dealer.

They stress the importance of dealers' carrying a good supply of records with special demonstration records handy for salesmen. Little things, they emphasize, are important. Use the same record on all sets demonstrated, have comfortable chairs for the customers to relax in, close the lids of sets while playing and have product

information down cold.

As high fidelity and high priced sets generally gain sales volume there's a whole new market waiting to be sold. To those people who have several hundred dollars tied up in a set or system, a lower priced, easily moved table model is logical. The second set market may never be of the magnitude it's reached in radio or television, but it does hold a sales potential worth exploring.

YOU FROM TEXAS?

If you're from Texas-or Oklahoma or Arizona or New Mexico-we've got news for you. Electrical Merchandising's new Southwest Editor is hard at work covering your states and his first report on business conditions there appears in the Re-gional Trends section up front in this issue. Look for Fred A. Greene's

IN THE SOUTHWEST

NOW! Two new reasons

Happy Marriage COOLING!

Like all R&M fans, every part in these two new models is perfectly matched. The blades, frame, grille and motor are designed and produced by R&M to work together as a unit, for maximum efficiency. These carefully balanced parts deliver the greatest air movement per dollar invested—and that covers both first cost and cost of operation! Feature this bonus value and watch 59 years of Robbins & Myers quality pay off!

New 12" High-Velocity Fan Delivers Jet-Stream!

- Packs astonishing velocity of 740 feet per minute at distance of 10 feet!
- Deep-pitch blades force air through twin-cone venturi, propelling air 50% farther than ordinary fan of same size!
- For use on floor, table, or in window. Makes room air conditioner much more effective, by spreading coolness evenly.
- Two-speed control. 5-year guarantee.



Perfectly matched parts in NEW ROBBINS & MYERS FANS deliver

MORE BREEZE PER BLADE!



New All-Purpose Fans
(161/2" and 20" models)
For Portable Wide-Area Cooling!

- This fan has all the answers!
- Three fans in one—window fan, table fan, floor fan.
- Quietly delivers a large volume of air wherever it's most needed.
- Air delivery up to 4000 CFM!
- Two-speed control; safety-designed grille; convenient carrying handle.
- Optional window panels and rollaway stand. Fan guaranteed 5 years.



Wide-area cooling for maximum comfort.



Adaptable for window mount-



Carrying handle for room-to-room cooling.

ROBBINS & MYERS FANS for 1956

Robbins & Myers, Inc., EM16, Fan Division 387 S. Front St., Memphis 2, Tenn.

Meet every cooling need with this complete family of RaM fans!













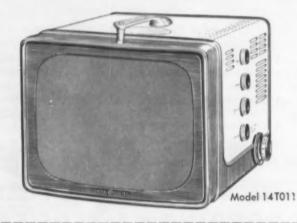
Exhaust Fan

THIS IS THE YEAR TO CLIMB PORTABLES! AUTOMATICS!

NOW YOU CAN SELL 2 G-E TV'S WHERE YOU USED TO SELL ONE! Unmatched features, innovations and values boom sales in "First" and "Second" set markets...

NEW G-E PORTABLE TV

- Only 26 ibs. More chan ever "Goes Where You Go." More than ever builds take-home sales, cuts your delivery costs.
- New With Aluminized Plature Tube for indoor, outdoor viewing —in sunshine or shade.
- Aluminum Cabinet—built to travel anywhere...fit any small corner or table space.
- Suilt-in-Antenna—or easily attached, powerful antenna accessory that folds out of sight.
- Three Sparkling Two-Tone Finishes. Bermuda Bronze and Ivory, Sun Gold and Ivory, Sea Blue and Ivory.
- New Chrome Table accessory for extra profits.



NEW G-E AUTOMATIC TV

- Turns On and Off Automatically
- Genuine Mahogany or Modern Blonde Veneers

• Tells Time Accurately

• Aluminized Tube for Shades-Up Lights-on TV Viewing





G-E TOP TUNING TV

 Easiest, No-Bend, Full-View Tuning—all controls up top, up front—easy to SEE, easy to REACH.

And here's where and how General Electric is spreading the BIG NEWS to millions all over America

More profits in both the "First," "Second" and even the "Third" set markets. That's what General Electric advertising for '56 is out to create for you. Color spreads in the top circulation magazines. Heaviest schedule ever in Sunday Supplements. More co-op support, too, all in the hands of your distributor for quick

sales-building action. Plus a double entertainment treat that will reach millions of TV viewers. Every week-52 solid weeks—"Warner Bros. Presents." Every second week "The 20th Century Fox Hour." Climb on the General Electric bandwagon—the sooner the more profitable for you.

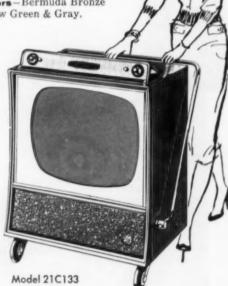
ON THE G-E BAND WAGON... ROLL-AROUNDS!

 T^{HIS} is the year G.E. goes to town for you like no one ever did before. Here, for the first time, is a "TV-for-everybody" line, plus the kind of pricing that gives you a terrific headstart in the highly profitable second-set market. Yes, General Electric explodes the two, even three-set sale idea, in a big way.

Look at all the new sales-clinching features General Electric offers! Fabulous Hospitality TV—the "showpiece" that modern families have been waiting for! Automatic TV that thinks for itself! The all-new, 26-lb. Personal "Take Around" TV. And don't forget General Electric Portable prices still start at less than a hundred dollars. Get all the big news about this PROFIT TV LINE FOR '56. Contact your G-E Television Distributor or General Electric Company, Television Receiver Dept., Electronics Park, Syracuse, New York.

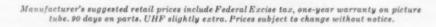
NEW G-E HOSPITALITY TV

- Rolls Wherever You Want it-For 'Wherever You Are" TV Fun
- Full View Top-Tuning -"Set-and-Forget" Volume Control
- . Ultra-Modern Brass Handle With protective lacquer finish
- Choice Of Colors Bermuda Bronze finish or Willow Green & Gray.



In Room 1123

Chicago Merchandise Mart-Starting Jan. 9th



Progress Is Our Most Important Product

GENERAL 3



Magnetic Recorders

MORE AND MORE A HOME APPLIANCE



Appliance dealers got biggest share of record year sales, but lack of pre-recorded tapes still holds the industry back

AGNETIC recorder makers and marketers have had a good year. They look back on the past 12 months with considerable satisfaction as a year of increased sales, better distribution, growing con-sumer acceptance and other growth factors that nearly always accompany a burgeoning industry.

There's nothing new about this. The industry has shown steady, and sometimes remarkable, growth ever since 1952 or 1953 when the appliance dealer first showed his strength as a dominant factor in magnetic re-

This year, sales showed a respectable 17 percent increase—up from about 470,000 units in 1954 to about 550,-000 in 1955. This record is far less spectacular than the previous year when the 470,000 figure represented a 70 percent rise over the 1953 total of 275,000 units. But it's a healthy increase all the same.

The tremendous 1954 gain could hardly be expected to continue at the same pace. It seems likely that the reason for such a huge jump in sales was that appliance dealers took the lead in selling magnetic recorders and that their mass marketing techniques finally began to pay off. That 1954 was not a "freak" year is

plainly shown by the continued in-crease in sales last year and by the forecast that 1956 will reflect a 15 percent to 20 percent increase again. This means a total of some 632,500 units sold this year.

While overall 1956 unit sales will probably run about 15 percent ahead of 1955, sales of recorders for home use will very likely be still higherabout 20 percent.

Marketer's Chaos

The most peculiar aspect of the whole industry-from a marketer's standpoint-is the lack of detailed information and statistics on production and sales. Unlike most industries in this country, magnetic recorders are not subject to the cold scrutiny of any central tabulating bureau or associa-tion (except for the Armour Research

Foundation in Chicago which holds basic patents licensed to most American manufacturers).

No one knows for certain just how many of what type at what price have been sold. No one can be sure who did the selling or who did the buying except as each manufacturer maintains a control over the distribution of his own products.

More than any other single factor, the basic differences among various manufacturers and their methods of distribution lend an air of chaos to the whole magnetic recorder industry. What's true of one is not necessarily true of another.

In preparing this annual marketing study, ELECTRICAL MERCHANDISING surveyed 58 leading manufacturers asking each one the same questions about the industry as a whole and their own products in particular. Their industry estimates varied widely, indicating that some manufacturers just don't know how well or how badly their competitors are doing.

Estimates of magnetic recorders sold primarily for home use last year range from 50 percent to 90 percent of the The true figure is probably nearer to 90 percent which means that only about 50,000 to 55,000 units were sold in other markets (schools, churches, business firms, broadcast studios, etc.).

This estimate is pretty well substantiated when sales are broken down into price brackets. About 20 percent of all recorders sold last year were in the under \$100 range. The largest number were in the \$100 to \$300 bracket—70 percent. This leaves only 10 percent for the over \$300 group and it is in this price range that most professional and non-home use equipment is sold.

Changes to Come

The biggest change-and the one most important to appliance dealersin this and coming years, is the continued emphasis on dealers in the distribution pattern. Many of the companies surveyed by ELECTRICAL MERCHANDISING said they increased the number of appliance dealers handling their products in 1955 and will continue to increase them in 1956. There's no doubt that manufacturers, for the most part, recognize appliance retailers as the best possible outlets for selling the mass market.

Some manufacturers have been content in the past to use the distribution at hand because of their identification with merchandise other than radio, phonographs and magnetic re-

(Continued on page 211)

WRINGER WASHER SALES ARE BOOMING AGAIN!

There are good reasons why over a million Wringer Washers were sold last year—No installation or servicing troubles or costs—Hot water and soap savings—Thorough washing, particularly of soiled work-clothes.

WRINGER WASHERS Over a Quarter Century of Dependability

The owner of a Barton Wringer Washer gets dependable long-time trouble-free washing service—is sure of a complete thorough washing with the clothes immersed at all times where the washing takes place—under the water level.

Barton provides you with a *dependable* source, a source ready to supply you at all times . . . A *dependable* product to build long, lasting good will . . . Enables you to eliminate destructive price competition at full mark-up.



No other washer has the distinctive patented Barton tub as shown above. 1800 extra washing currents per minute mean more thorough washing.



Colors such as seafoam green add eye appeal. Sunshine yellow also available.

MODELS FROM LOW-PRICED PROMOTIONAL LEVEL TO THE FINEST AND EXCLUSIVE-FEATURE LEVEL

Exclusive patented features of Barton Washers include the water deflector tub that means 1800 more washing currents per minute, the 3-speed control for washing and wringing, the double duty agitator with its removable bowl for washing lighter articles while the big washing is going on in the tub. No other washer has these exclusive features.

Exciting, appealing colors such as seafoam green washer shown here will attract attention on your sales floor. Sunshine yellow is also available in this and other large 10-pound capacity Washers with double-wall steel jacketed construction and automatic timer to stop the Washer at the end of any desired washing period.



FFLS

Right now is the time to take steps to increase or regain your Washer sales and profits. Get all the facts on the Barton dependable-profit Washer Line. Write Today for Portfolio M-56.

THE BARTON CORPORATION

West Bend, Wisconsin
Export Div., 39 Breedway, New York 6, N. Y.

BARTON WRINGER WASHERS

Visit Our Display at Space 549A, American Furniture Mart, Chicago

Portfolio

The BIG FACT for '56!

There'll be even more electric ranges and counter tops equipped with Slim-Tube Units in 1956

... because the upsurging trend continues to lighter, faster, more responsive ...

ELECTRIC RANGE UNITS



CHROMALOX

SLIM, FLAT-TOP MICROTUBES FOR ORIGINAL INSTALLATION—AND FOR SERVICE, TOO



NOTE TO RANGE MANUFACTURERS:

New slim-tube Microtubes give your new line that extra selling edge—which helps make more sales.

Edwin L. Wiegand Company

7525 Thomas Boulevard, Pittsburgh 8, Pennsylvania

A-8427

4 Adaptors plus 2 Microtubes

service 98% of all range openings. Order from a Chromalox Distributor. If you don't know a Chromalox Distributor, contact one of these ...

CHROMALOX

DIRECT FACTORY REPRESENTATIVES

ATLANTA S, GEORGIA C. B. Rogers and Associates 1000 Peachtree Street, N.E.—Elgin 1733

BALA-CYNWYD, PENNSYLVANIA
J. V. Calhoun Co., 349 Montgomery Avenue
Greenwood 3-4477-78-79-80 (Philadelphia Exchange)

BALTIMORE 18, MARYLAND ompany reet Hopkins 7-3280 - 7-3281

BLOOMFIELD, NEW JERSEY M. B. Rosevear Company, Inc. Two Broad Street—Worth 4-2990-91-92 New York City: Worth 4-4258, 4-4278

BOSTON 11, MASSACHUSETTS 683 Atlantic Avenue — Liberty 2-1941

BUFFALO 2, NEW YORK

CHARLOTTE 2, NORTH CAROLINA Ranson, Wallace & Co., 116½ East Fourth Street Edison 4-4244—Frankin 5-1044

CHATTANOOGA 2, TENNESSEE Harold W. Miles at 424 Georgia Aven Phone 5-3862

CHICAGO 6, ILLINO18 Fred I. Teurtelot Co., 407 South Dearborn Street Harrison 7-5507, 7-5508, 7-5509 CINCINNATI 8, OHIO

ipany ue-Trinity 1-0605 CLEVELAND 18, OHIO

set -- Prospect 1-7112 DALLAS 28, TEXAS

L. R. Ward 3009-11 Ca ompany on Street—Riverside 6279 DAVENPORT, IOWA

Voice Company 215 Kahl Building—Phone 3-2144 DENVER 11, COLORADO Richards & Associates ssociates net Glendale 5-3651

DES MOINES 14, IOWA Midwest Equipment Company of Iowa 842 Fifth Avenue—Des Moines 3-1203

DETROIT 38. MICHIGAN Carman Adams, Inc. 15760 James Couzens Highway University 3-9100

HOUSTON 3, TEXAS L. R. Ward Company 1814 Texas Avenue—Capital 5-0356

INDIANAPOLIS 4. INDIANA Couchman-Conant, Inc. 627-631 Architects & Builders Bldg. — Metrose 5-5313

KANSAS CITY 6, MISSOURI F. D. Moore Company 106 East 14th Street—Victor 3306

LOS ANGELES 11, CALIFORNIA Montgomery Brothers 2113 South San Pedro Street - Richmond 7-9401

MANCHESTER, NEW HAMPSHIRE K. E. Marston R.F.D. 2, Box 283—Bedford 2-4544

MIDDLETOWN, CONNECTICUT Dittman and Greer, Inc. 33 Pleasant Street—Diamond 6-9606

MILWAUKEE 3, WISCONSIN Gordon Hatch Company 531 West Wisconsin Avenue—Broadway 1-3021

MINNEAPOLIS 4, MINNESOTA Volco Company 831 South Sixth Street—Geneva 3373

NASHVILLE 4, TENNESSEE Harold R. Miles and Associates 2500 Franklin Read—Phone 8-7016

NEW YORK CITY, NEW YORK

OMAHA 2, NEBRASKA Midwest Equipment Company of Omaha 1514 Land Street Atlantic 7600-7601

PHILADELPHIA, PENNSYLVANIA
See Bala-Cynwyd, Pa. (Suburb of Philadelphia)

PITTSBURGH 6, PENHSYLVANIA Woessner-McKnight Co., 1310 Highl 115 South Highland Avenue Emers PORTLAND 9, OREGON

Montgomery Brothers 1632 N.W. Johnson Street—Capital 34197 ROCHESTER 4, NEW YORK Niagara Electric Sales of 133 South Clinton Aver

ST. LOUIS 1, MISSOURI C. B. Fall Company th 11th Street—Chestnut 1-2433

SAN FRANCISCO 3, CALIFORNIA Street-Underhill 1-3527

SEATTLE 4, WASHINGTON Montgomery Brothers 911 Western Avenue—Seneca 3270 SYRACUSE 6, NEW YORK

Street-Syracuse 73-2748

WICHITA 2, KANSAS F. D. Moore Company, Room 211 Derby Building 352 North Broadway — Amherst 2-5647

EXPORT DEPARTMENT—1010 Schaff Building

MAGNETIC RECORDERS (Continued)_

corders. These, too, are changing their views and many are wooing the appliance dealer either on a direct-toretailer basis or through appliance distributors.

Only a few manufacturers said they thought there were fewer appliance dealers selling magnetic recorders now than last year. These few make high priced equipment, mostly for sale in the \$500 and up bracket-professional or semi-professional instruments not popular in the mass market.

This year will probably see more active and intensive merchandising on the part of manufacturers and dis-tributors. Most seem to realize that they must back up appliance dealers as well or better than do manufacturers of other lines handled by the dealers.

Dealers expect good, sound sales training, attractive displays and effective advertising from the manufacurers they represent. There's good reason to believe they'll get more of these things this year than ever before, although 1955 was a decided improvement over any previous year.

Dealers the Weak Link?

Some manufacturers do think that dealers are the weakest link in the marketing chain. They say that manufacturers have succeeded in producing good, easy-to-operate units at relatively low prices but that appliance dealers, particularly, fail to merchandise and sell them.

But they don't blame the dealers alone for this condition. One said, for example, that he believes appliance dealers have awakened to the fact that they're losing much of the recorder business to photo stores and other specialized shops and now want to go after it. But, he said, manufacturers are often to blame because they haven't concentrated on building appliance dealer distribution.

Another commented that most appliance dealers don't know how to put on a dramatic, convincing demonstration of tape recorders-a machine that must be sold by demonstration. His company plans to run dealer clinics in key markets this year, will spread into other areas as soon as possible.

Many manufacturers recognize that certain of their own shortcomings have held back the market. Of these, two stand out clearly:

Lack of pre-recorded tapes.

• Failure of the industry and its manufacturers to educate the public to the advantages of magnetic

Pre-Recorded Tapes Growing

It's increasingly apparent that the dearth of pre-recorded tapes is a bottleneck of great seriousness. While some people in the industry argue (and they're right) that playing music or other professionally recorded entertainment is only one of the many functions of a tape recorder, the glaring truth is that the mass market buys recorders primarily for amusement. And this amusement isn't chiefly recording children's prattle, holiday non-

sense or Grandpa holding forth on the merits of the gold standard.

Most people buy a tape recorder because it does what a phonograph does-and other things as well. They're more inclined to think of a tape recorder as a high ticket luxury item when they find they can't get much in the way of pre-recorded music.

Only two years ago there were just two pre-recorded tape labels on the market, now there are 18. These companies distribute some 300 tapes among them, compared to only handful as recently as last year. More pre-recording is done by them every day, more labels are coming on the market. Soon, many expect, the selection of pre-recorded tapes will be so wide and varied that nearly every shopper will find what he wants.

Hand in hand with the growth of pre-recorded tapes is the development of tape cartridges-a sealed unit that slips in and out of a machine without any threading needed. When they come, cartridges will very likely obso-lete open reels and blast the recorder home entertainment market wide

Ease of selection is important, despite the claims that any child can be taught to thread a tape recorder in a matter of minutes. Some experi-mental cartridges have been developed that function fairly well but none are ready to market. They're inclined to snarl and tangle, among other draw-backs, and then there's the question of price.

As sales of magnetic tape soared this year, prices fell to new low levels. Since 1952, when sales of tape were about \$7,000,000, the volume has moved up each year. In 1953, it hit \$10,000,000; 1954 saw a gain to \$14,000,000 and last year sales ran well over the \$20,000,000 mark. For next year, estimates are for about \$30,000,000 in sales. Sales might run even higher than that if some of the new, improved recorders and tapes break the barrier between the laboratory and the marketplace.

Playback machines (those which do not record but simply play pre-recorded tapes) are gaining slowly but their future is directly tied to the availability of pre-recorded tapes. Manufacturers report that playback machine production and sales have been very limited with negligible market penetration. However, most makersespecially those with popular brand names and good distribution through appliance dealers and other retailersare confident that the future of playbacks is a bright one.

Selling the Public

No one, so far, has done a really bang-up job of selling the public on the values and advantages of magnetic recorders. Too many people still think of the recorder as a toy (expensive) or highly complicated technical machine used chiefly by wiretappers.

Neither national advertising or publicity has yet educated the public in the superiority of tape over records, its

durability or the fact it can be played 20,000 times without deterioration. Perhaps the market is holding back the marketers but indications now are that this year may see some reversal of that

One manufacturer who says he's doing all he can to better the educational picture, expects to see several of the "big name" companies allocate bigger than ever promotional budgets to magnetic recorders this year. The Magnetic Recording Industry Assn. is putting greater weight behind the manufacturers than ever before. Its committee on standarization has made progress and the association expects to complete a master list of qualified repair stations throughout the country later this year.

The MRIA is expected to reveal an expanded program this year, designed to educate distributors, dealers and the consumer. No details are available yet but the program will probably emphasize demonstrations, perhaps on a mass basis.

A new management consultant firm, recently formed, plans to guide smaller manufacturers and others new to the industry. Its founders feel there's a great need for better trained management men who can produce sound market research to help get a better share of the market.

Geographically, No Change

Broadly, the geographical markets haven't changed. The east coast is still the leader (especially the metro-politan New York area). Following are the Midwest, west coast and South, in that order.

There is, however, a change of emphasis from the metropolitan centers to smaller cities and towns. This shift of sales was evident last year but it is more apparent now. This trend is expected to continue and spread still farther as more and more people become acquainted with the values of magnetic recorders.

In one respect at least, the recorder market is much like the color TV market: it's here and it's going to stay; everyone thinks he knows what to expect but not when to expect it.

Someone's in the Kitchen . . .

. . . making lots of dough. Are you? Even if you're not now in the kitchen business you'll want to be after you've read Electrical Merchandising's special March Kitchen Selling issue. This year it'll concentrate on ways to get into the business and make a profit at it. That's the March

KITCHEN SELLING ISSUE

Sewing Machines

SALES AND QUALITY CLIMB



Photo courtesy LIVING FOR YOUNG HOMEMAKERS

Industry sources report a good year for top grade machines; distribution pattern changes and product improvement prove important factors

UALITY and continuing refinements in the product itself were two of the major influences affecting both sales of sewing machines and the planning of manufacturers during the year 1955

machines and the planning of manufacturers during the year 1955.

No longer was the American woman content with just any sewing machine as had been the case immediately following World War II, and for a continuing period thereafter. The day of the bait advertiser, the fast operator, the "hole-in-the-wall" outlet was fading fast, and in its place there was a continuing emergence of product excellence among both the American manufacturer and his counterpart who offered better known foreign machines. The consumer, who in many instances had purchased

machines of inferior design or workmanship on which the availability of repair facilities or parts was problematical, was calling the sales turn, and manufacturers were heeding the advice. Editorial comment in research bulletins, in newspapers, and in consumer magazines was making itself felt with continuing words of caution to the prospective buyer. All in all, the factors pointed to an increasingly healthy sales atmosphere for reputable companies in the industry, and continuing consumer resistance to lesser known brands.

A Good Year!

In 1952, sewing machine sales, spurred on by the post war consumer interest in the product approached 2,000,000 units. By the end of 1953, sales did not present quite so rosy a hue, and 1954 saw stiffening consumer resistance.

With the inevitable stumbling block still existing in the form of continuing refusals by manufacturers to advance sales information, a firm estimate of the 1955 sales total was unavailable. However most industry sources were in agreement that sales hovered near 1,525,000 units with a retail value of \$250,000,000. Of this figure a probable 25 percent were being channeled into portable types (382,000 units) with the balance going into desk types. It is important to remember in an interpretation of this figure that it is representative of the entire industry, with both top-

flight machines and those of inferior quality represented. Individually taken, the companies with a proved product, those whose distribution, parts and service facilities had been adequately shored up, found 1955 sales "good", while those with inadequate operations were finding the sledding increasingly difficult.

Part of the Picture

One interesting development which occurred during the course of 1955 was the decision of Singer to enter into active sales to independents. For years, the American giant in the field has followed a strictly self contained system of distribution through company owned outlets, an effective system because of the company's almost complete sales monopoly. World War II, with its attendant disruption of production, and the post war flood of imported sewing machines, constituted the first breach in the ramparts. The mid-year decision to break with precedent and establish independent outlets (with Chicago's Marshall-Field Department Store as the first recipient of the company's franchise) constitutes in the eyes of many observers an increasing awareness on the part of Singer regarding the inroads being made by their competition. In the words of one industry authority, 'It is too soon to estimate the effect on other brand name machines. Singer has been able to maintain their prices at a high level; and, as time goes on, it will be interesting to observe the discounting that department stores handling their product may be forced to do if they are to remain competi-

In the statistical issue of January, 1954, ELECTRICAL MERCHANDISING TO ported the partial banning by the apanese government of the exportation of sewing machine heads to the This move to limit United States. exports was based on that government's wish to stabilize prices, and also to forestall restrictive legislation on the part of the American govern-ment. The ban was still in effect during 1955 but many American im-porters had maintained their inventories through orders which had been confirmed in advance, and partially with the aid of transshipping prac-Many of these American importers, hard hit in the past by adverse editorial criticism, and com-plaints of "switch operations" to Better Business Bureaus throughout the country (Electrical Merchandising, May, 1955, p.202), were making a major attempt to clean up their segment of the industry, and some im-(Continued on page 216)



duratub EXCLUSIVE DOUBLE DRAIN

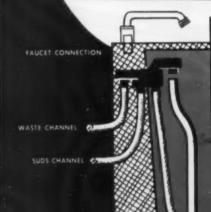
Here's how it works

Automatic washer completes washing cycle, pumps hot, sudsy water into duratub through suds channel. Suds remain in duratub during rinsing cycle. On complex waste water out through drain channel. Hot soapy water then reverses through suds channel into washer for rouse. ion of rinsing, washer pur

duratub, the first cabinet styled, Fiberglas* laundry tub, now first again with automatic suds reuser model 9TD. Features duratub's exclusive, double drain for easily connecting suds saver type washer hoses out of sight at back of tub. One channel handles suds in and out of washer, the other handles washer drain water. (See diagram.) (May also be used to drain single hose type washers.)

Other outstanding selling features include:

- Fiberglas* tub won't crack, chip, stain, mar
- Bonderized electro-galvanized steel, white baked enamel finish
- Overall top cover for extra work space
- Large storage compartment
- Easy to install, light weight





luratub

the original, largest selling Fiberglas* laundry tub

*Reg. T.M.

Patents Pending

E. L. MUSTEE AND SONS, INC.

6911 Lorain Ave. . Cleveland 2, Ohio



"Roll-o-matic" in exclusive Coppertone

The only dishwasher of its kind...styled to capitalize on the modern trend to fashionable copper...blends beautifully with any decor!

Far more than just a mobile dishwasher . . . this is a dishwasher designed from start to finish to capture today's market! The new American Kitchens "Roll-o-matic" is a big dishwasher—easily movable—with the performance and capacity of plumbed-in dishwashers. And it capitalizes on the modern decorative trend to interesting textures by giving you the added sales exclusive of a fashionable new Coppertone finish! There's no costly installation expense to slow down sales, and the "Roll-o-matic" is priced far below the plumbed-in dishwashers. Check competition and see for yourself!

Best of all, it gives you a full 35% mark-up on every sale you make, and it's wonderful for home demonstrations, the best way to sell dishwashers!

Look at all these big dishwasher features the new "Roll-

o-matic" gives you to sell:

Acclaimed by leading test laboratories::.triple rinses, washes dishes hygienically clean, jewel-bright! Inlet-outlet hoses with adapter fit any faucet and store neatly out of the way in a specially-built recess.

Entire cycle is automatic... washes, rinses, drys, turns itself off. No-vent drying. Rolls easily on non-marring, ball-bearing casters. Holds full day's dishes for average family; easy top loading saves time and work. Uses less hot water than average dishwasher.

Smooth top gives extra work space... all exposed internal metal parts are of stainless steel, and inner surfaces of tub and lid are finished in acid-and-alkali-resistant porcelain enamel. Has beautiful chrome and vinyl "Coppertone" trim, and one year warranty.



ANY WAY YOU LOOK AT IT...
THE MOST BEAUTIFUL, MOST SALEABLE DISHWASHER ON THE MARKET!



Beautifully designed, with exclutive new Coppertone finish!



Easy mobility opens up new mar ket for apartments...small homes



Beautiful from back, too hose and cord housed inside cabinet



Loads from top the natural way

mobile dishwasher-



---- American Kitcher













SUB-ZERO

THE Complete LINE GIVES YOU ANORE TO SELL

upright freezers-



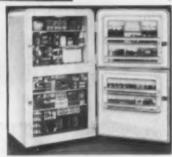


THE STANDARD LINE

A NEW LINE with steel interior and aluminum interior. In 15 and 20 cu. ft. sizes. (Model 15S illustrated)

▲ THE CUSTOM-BUILT LINE—SIX MODELS from 12 to 35 cu. ft. capacity (Model 22D illustrated). All aluminum construction, storage shelf door, sparkling white interior.

TU-TEMP — Model. 99—beautifully designed, new two-temperature upright with 9 cu. ft. refrigerator above and 9 cu. ft. freezer below. Separate condensing unit for each section.



new built-ins-

OVER-UNDER COMBINATION—(Illustrated) Modern, attractive built-in with 8 cu. ft. refrigerator on top and 7.25 cu. ft. freezer below. Separate condensing units... especially easy to install...can be installed remote... choice of several colors.

LARGE CAPACITY UPRIGHT COMBINA-TION—12.1 cu. ft. freezer and 12.1 cu. ft. refrigerator. Freezer or refrigerator can be purchased separately. Each section has separate condensing unit. Available in several colors.



See the SUB-ZERO Line at the WINTER FURNITURE SHOW Chicago—Space 5378

milk coolers

BULK MILK COOLERS—(Illustrated)—Heavy duty stainless steel tanks...in 150, 200, 250 or 300 gallon sizes. Available remote or self-contained...in color or stainless steel finish.

CAN MILK COOLERS—Easy, front-loading in both Spray and Cascade Models. Both lines in 4, 6, 8 and 12 can sizes.

SUB-ZERO FREEZER CO., INC.

We're interested in more in	nformation on:	
Upright Freezers Milk Coolers		☐ Built-Ins
Send your Dealer	Distributor Plan	
NAME		No. 1911
FIRM		
ADDRESS		
CITY A STATE		

Sewing Machines

- CONTINUED FROM PAGE 212-

porters had obtained such well known seals as that of "Good Housekeeping" and "Parent's Magazine" to counter effectively any current of consumer resistance to Japanese imports.

Shifts in Distribution

In addition to Singer's departure from a set distribution pattern, others in the field were casting around for a greater share of the market. One such major move was made in late fall by Vigorelli Distributors, Inc. (handling the Italian produced Vigorelli machine) who announced consummation of an arrangement whereby Emerson Radio and Phonograph Corporation was offering the product to Emerson distributors. Vigorelli vice president Adolph Fibel indicated that 'the distribution alliance would boost the number of retailers handling the company product almost 60 percent by the end of December, 1955." An additional American manufacturer indicated that they planned a departure from a straight distributor appliance program, with details of the change to be made public during the latter part of January, 1956. Trade conecture would indicate that still further changes in traditional distribution patterns for sewing machines are to be expected in the future.

Who Sells Best

Many sewing machine manufacturers have for some time followed a Singer patterned theory to the effect that, "the best outlet is a specialty operation." The advantages of this type of sewing machine outlet are at once apparent, but the study which manufacturers were giving to other types of operation was indicative of the conclusion that the specialty operation was not the complete panacea for such sales problems as existed in the industry. One manufacturer of a top grade European machine felt that in their own operation the following types of outlet, in the order named, served their purposes best.

1. The department store with a separate sewing machine department.
2. The sewing machine dealer who is an aggressive merchandiser.

3. The appliance dealer who will hire a sewing machine specialist.
4. a. The sewing machine dealer

who is not promotion minded.

b. The appliance dealer without

a sewing machine specialist.
 c. The department store without a separate sewing machine department.

In the same vein this correspondent noted the advantages which accrued to the appliance dealer in the type-of-outlet question. "The appliance dealer while he lacks the product knowledge, has many other advantages," he says. "He sells many other products for the home maker, the same prospective customer for a sewing machine. He has, therefore, many more customers to draw from, with much greater store traffic. Due to the variety of products the appliance

dealer handles he does more advertising and is usually better known in his community. Since prior to the influx of foreign machines in 1947, the number of independent sewing machine dealers was very limited, the average appliance dealer is likely to be better established, and more experienced from a standpoint of promotion, advertising and general business practice." All of which to taled up to an impressive case in favor of the appliance dealer as an increasingly important factor in the field.

Seasonally, ELECTRICAL MERCHANDISING'S fifth year of study into the seasonal patterns produced by the sales of various appliances found sewing machines in greatest favor during the period immediately preceding Christmas. The percentages in this study (p. 89) indicated December sales as tops, 15.95 percent of 1954's total, with October falling into second place (10.17 percent), and a cumulative percentage for the months of September, October, November and December which amounted to an impressive 45.90 percent.

Product Refinements

The year 1955 saw increasing refinements and innovations in the products of almost all manufacturers of sewing machines, with indications that this phase of industry development would continue in the scramble for sales. Necchi, Pfaff and Vigorelli all had improved versions of their product on the market, and in late fall Bell introduced an automatic machine which featured an automatic built-in mechanism which enabled the user to make over 1000 different pattern designs without the use of interchangeable cames discs or wheels.

changeable cams, discs or wheels.

Necchi's "Super-Nova", a pushbutton machine, was introduced to company dealers around the country via the medium of closed circuit television in July of 1955. Vigorelli, too, chose mid-vear to introduce an improved machine, the "Super Robot", which according to company spokesmen was the first Italian made rotary to reach the market. An interesting trend in the product of both these manufacturers was the fact that they were offering two-tone units, indicative of the increasing interest of the American consumer in color in products, from kitchen equipment to automobiles.

A Good Year Coming!

Manufacturers were generally agreed that 1956 would continue the increasing sales tempo, with some distribution shifts evident, and with 1955's emphasis on improved product helping to set the stage. One source believed sales would run to 1,800,000 units, with an approximate retail value of \$380,000,000, and with portable types showing up to better advantage saleswise. Things looked bright for the companies who had kept up their guard and their product excellence.



How big is Big?



Pennsylvania Railroad...

is the world's largest railroad . . . with 1954 operating revenues of \$848.8 million* or 9% of the total of all Class 1 railroads in the US. But even this huge revenue figure cannot suggest the real utility of the Pennsy to the hundreds of communities it serves.

Big figures, however, are not always a measure of value. Consider Successful Farming, with only 1,300,000 circulation—but it reaches 42% of all farms earning \$10,000 or more, and represents an \$11 billion market.

SF farm subscribers are important customers because they are big producers . . . supply 53% of the corn harvested for grain, 57% of the hogs, 38% of the cattle and calves, 44% of the eggs, 44% of the dairy products. And they are big earners—average cash income around \$10,000 for several years past!

Because Successful Farming for more than fifty years has materially helped the country's best farmers to make more money, live better...it has an influence with its market that no other publication can match.

To find important new customers, and to balance national advertising schedules, you need Successful Farming. Any SF office can give you all the facts.

*Source: Standard & Poor's Industry Surveys, July 14, 1955

MEREDITH PUBLISHING COMPANY, Des Moines . . . with offices in New York, Chicago, Detroit, Philadelphia, Cleveland, Atlanta, San Francisco, and Los Angeles.

Two New Hoover

Lightweight, low cost, full size

THE 1956
HOOVER

Model 14

Here's the lightest upright of all, yet a fullsized Hoover that beats, as it sweeps, as it cleans. And, the new Forecast Colors brighten up cleaning chores, help close sales too.



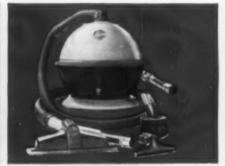
Keep your eye on the growing Hoover line



Hoover DeLuxe "63"
The finest cleaner built



Hoover's promotional cleaner for Jan. & Feb.



Hoover Constellation
with exclusive double-stretch hose

Profit-Builders

All you need to look for in a portable mixer

Hoover Handmixer

New from Hoover! Feather-weight yet full power. Handles 'big-mixer' jobs. Other features that help make selling easy are the ejector, wall bracket, and the Hoover name.



HOOVER

FINE APPLIANCES

. . around the house, around the world



Hoover Steam or Dry Iron Stainless steel or aluminum soleplate



Hoover Pixie

Available without tools as dustette



Hoover Minute-man scrubs, polishes, buffs in minutes



Hoover Automatic Coffeepot
Beautiful coffeepot—wonderful coffee



starring Dave Garroway
HOME
starring Arlene Francis
TONIGHT
starring Steve Allen

big

with T-H-T! In the home appliance field, T-H-T advertised products invariably show increases in retail sales.

Edward Hasse of Hasse Electric, Englewood, N. J., describes his experience this way:

"Dave Garroway's warmth and sales ability have been reflected in our increased Telechron Clock sales. Customers consistently come into our store looking for 'one of those clocks Dave Garroway talks about on TODAY.'"

Brand name appliances are increasingly in demand when advertised on T-H-T, because T-H-T means (1) three of television's most effective salesmen demonstrate and sell the product; (2) potent in-store support by NBC's "big star" merchandising; (3) impact selling at the local level.

For retailers and advertisers alike, TODAY-HOME-TONIGHT is the powerful *new* way to put the excitement, prestige and sales impact of BIG network television to work selling appliances.



television

ervice of RC

Appliance and Electrical Product Advertisers: To find out how flexibly and economically you can buy T-H-T, separately or in combination, no matter what the size of your budget, call your NBC Representative, or write to T-H-T, NBC, 30 Rockefeller Plaza, N. Y.

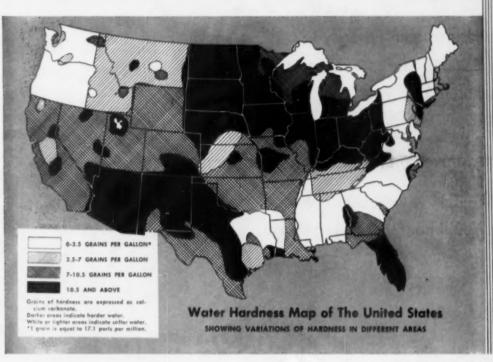
Water Conditioners

IT'S A HARD SELL

Three Year Statistical Summary Water Conditioners

		1955	1954	1953
Units sold		372,000	300,000	258,750
Average retail p	rice*	\$232	\$250	\$250
Retail value	\$86,	304,000	\$75,000,000	\$64,687,000

*Does not include installation cost,





Courtesy Dow Chemical Co.

Volume jumps 24 percent in a boom year, but millions of people still don't know they need softer water

THE average American uses 1,500 tons of water every year —and only 18 tons of steel, wood, food, and other solids.

But the average American knows less about the water he uses than almost anything else. That's why hard water costs the public about \$555-million a year in wasted soap alone. There are 11,000,000 homes with really hard water, 10 grains per gallon or more, and 29,300,000 with a water hardness of 3.5 grains and up. Yet in 1955 only 372,000 water conditioning units moved into American homes (average price \$232) and there are probably no more than 3,179,500 domestic water softener owners in the nation.

This is the Market

One manufacturer sums up the market with the figures shown at right. He realizes, of course, that the need for units does not follow population or wealth. It is where hardness exists, and the harder the water, the more pressing the need.

What do these people know about water conditioners? Consider this survey, made at random last year on

500 housewives in Springfield, Ill., and on 100 in Hamilton, Ohio, where 5-grain water prevails:

1. Almost all of the women thought that their water was soft. One-fourth did not know that anything could be done for hard water. Only one woman in five knew that there was such a thing as a mechanical water softener.

2. While almost every woman recognizes that soft water saves soap, this is not much concern to her because she says that soap is cheap and the amount wasted per day is small.

Cost of Doing Without Soft Water

Each of these homes uses about 40,000 gallons of water a year, and 10,000 of this is used with soap, the

balance going to lawns, wash cars, etc. At an average of 7 grains per gallon, this 10,000 gallons has 10 lbs. of hardness producing chemicals in it. Assuming these are lime, it takes 80 lbs. of soap to neutralize this 10 lbs. of lime before additional soap can begin to move dirt. These households buy 80 lbs. of soap yearly from which they get no cleansing use. At an average cost of 23¢ a pound for soap, soap wasted on water hardness costs the American public about \$550 million a year.

Hard water is costly to the consumer in other ways also. Clothes, household fabrics, linens, etc., do not have maximum life and wearability if washed in hard water. Fuel costs rise due to lime scale deposits in

water heaters, radiators, etc. Unbiased agencies such as U. S. Dept. of Commerce, Dept. of Labor and the Cleanliness Institute estimate that hard water costs the average family a minimum of \$100 a year. This estimate is based on the 29,300,000 homes with water of over 3.5 grain hardness. Unconditioned water is costing the American householders approximately \$3-billion every year. Water conditioners, which cost the

Water conditioners, which cost the public an average of \$232 per unit, without installation, are moved to market in three ways:

1. By direct sale. There are 115 firms making water conditioners for sale, of which 33 do 80 percent of the business. They are represented by the Water Conditioning Foundation, 39 South LaSalle St., Chicago, of which John Hosford is executive secretary. There are said to be 3,500 retailers selling water conditioners.

retailers selling water conditioners.

2. By rental. There are 12 manufacturers in the Natl. Soft Water Service Assn., 11 West Washington St., Chicago, Russell D. Lund, Secretary. This group has about 1,500 service operators, who run little utili-(Continued on page 224)

Water Supply	Civi	Other		
Hardness grains	Cities Studied	Towns	Rural	7.4-1
per gallon			7130	Total
3.5—7	6,500,000	300,000	1,900,000	8,700,000
7—10	3,700,000	1,000,000	4,600,000	9,300,000
Over 10	2,500,000	1,400,000	7,400,000	11,300,000
Total	12,700,000	2,700,000	13,900,000	29,300,000

DEALERS...DISTRIBUTORS

If you're interested in making money in the freezer business then see the ail new 1956 Ben-Hur lines and get the profit building program that's tailored to fit your local conditions.

See Ben-Hur's '56 advanced design, new features, new colors and new beauty—backed by proven promotions that will make money for you.

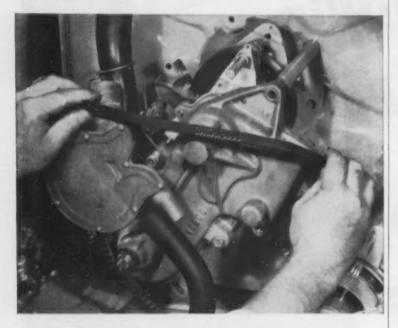
Make Space 539-B — 540-B a must at the show. We have a program to fit your needs. You'll be glad you stopped in.



Get the BEN-HUR FREEZER DEAL 539-B-540-B at the Furniture Mart If you couldn't get through the front door of Ben-Hur's space 539 B-540 B at the January market to see and hear the Ben-Hur story, by all means, write, wire or phone for the story on how "to ride with the winner in '56!" BEN-HUR MANUFACTURING COMPANY 634 East Keefe Avenue Milwaukee 12, Wisconsin I think money is here to stay and I want more of it to stay with me. Send me the 1956 Ben-Hur Deal and hurry . . . please! NAME. FIRM_ ADDRESS_ ZONE__STATE_ CITY__

EM-1

YOU PREVENT SERVICE CALL-BACKS BY USING Genuine Whirlpool Replacement Belts



MADE TO FIT RIGHT, WORK RIGHT IN A WHIRLPOOL WITHOUT STRETCH, SLIPPAGE, NOISE

Whirlpool replacement belts protect your service profits and reputation. Here's why! They are made to the same quality specifications as the original belt. They are tested not to stretch under normal use. They are notched to eliminate slippage. They last longer... over 500 hours of running... because the high-grade rubber compound is neoprene covered to resist deteriorating oil. And, they do not discolor paint or become noisy. Other belts may look the same but none provide the same dependable trouble-free service.

Why gamble! Whenever it's a Whirlpool service job... be right the first time with Genuine Whirlpool replacement parts. They are quickly available from your authorized Whirlpool distributor or A.P.J.A. parts jobber.

Service division

St. Joseph, Michigan

IN CANADA: John Inglis Co., Limited, Toronto, Ontario

Water Conditioners

CONTINUED FROM PAGE 221

ties taking care of their customers' tanks. A very clear illustration of the possible growth of a service utility of this type is the Dayton Sofwater Co., Dayton, Ohio, which has built a utility of 12,000 customers—the largest such company in the U.S. This was accomplished by R. D. Baker, possibly the best known man in the industry.

3. By self-service rental. This

3. By self-service rental. This consumer group, generally people in out-of-the-way locations, rent conditioners, but put the salt in themselves. Four manufacturers now operate on this basis and about 25,000 families subscribed to this type of service in 1955. Self-service customers pay \$2.50 to \$3.50 a month and operate the equipment themselves as well as supply the salt.

The reason the word "conditioner" is used instead of "softener" is due to the fact that more things may be wrong with water than merely being hard. There is water with a rotten egg smell, due to sulphur; iron and manganese solutions which stain clothing; water that tastes like epsom salts and musty water. Each calls for a different treatment.

Hard water is made soft by the interchange of calcium and sodium salts. In the beginning it was found that a natural substance called "greensands" accomplished this. Then came man-made zeolite, which is being replaced by synthetic resins, an outgrowth of the artificial rubber made during the war. High capacity resins have up to 30,000 grains capacity per cu. ft. compared to zeolite's 15,000. Dow, Montsanto, and Rohm & Haas are among those that produce these resins.

Water Demonstrators Are New

New last year was the appearance in the field of kits which permitted a salesman to prove to a family before its very eyes that something was wrong with its water.

Families who move from soft water areas into hard water districts are easiest to sell, and where the water has 20 grains hardness the inhabitants are pushovers.

There are three types of water conditioners: automatic, of which the

market takes 5 percent; semi-automatic, with 25 percent volume; and manually operated, 70 percent. However, the recent trend is toward fully automatic softeners.

Water conditioners are much alike, regardless of brand. In selling, it is necessary for the dealer to know the water consumption of the family, and gauge a capacity that will fit. Selling too small a size calls for too frequent regeneration, which is unsatisfactory.

Competing with water conditioners, to a degree, are the detergents which work in hard water. Today there is more detergent than soap sold for laundry work.

Automatic laundry manufacturers, whose products do not operate satisfactorily with soap and hard water, because of curds clotting in the clothes, are eager to have more attention paid to the household water supply. The American public resists. The Arabian proverb, "Water cleanses itself when it turns over seven times", is believed in by too many Americans, who cannot see anything wrong with water that is clear.

New Features

New this year has been the employment of plastic linings in water conditioners and stainless steel for the purpose of increasing the average 10-year life of them. Globe-American brought out a table top conditioner. The number of electrically operated conditioners is increasing (automatics).

Distribution varies—some makers sell direct to retailers (discount 30 to 311 percent) others go through distributors. Two washer makers, Whirlpool and Bendix, are producing water softeners.

With the laundry industry desiring homes to have an abundance of water, a generous supply of hot water, and water of the right kind, water conditioners are certain to get a lot of publicity and pressure behind their sale in coming years

sale in coming years.

It certainly behooves the appliance dealer to give serious thought to adding an appliance type water softener to his line, especially since the trend is toward electrically operated automatic equipment.

End



"I DON'T KNOW WHY . . . I JUST SEEM TO RUB PEOPLE THE WRONG WAY, BALDY!"

TAPES POPULAR PRICED TAPED AND POPULAR PRICED TAPES POPULAR PRICED TAPES POPULAR PRICED

Now more than ever the most versatile tape recorder on the market with the

STERE-O-MATIC BINAURAL Conversion Kit \$1695

- **ONLY V-M** tape-o-matic is designed for simple binaural conversion. *Any* tape-o-matic ever built can be converted.
- ONLY V-M has the Stere-o-matic Binaural Conversion Kit.
- ONLY V-M gets you repeat business converting previously sold tape-o-matics.
- **ONLY V-M** gives you a tape recorder *you* can convert to sell NOW as the *Binaural* tape-o-matic.
- ONLY V-M lets your customers of today convert to binaural tomorrow—or anytime.
- ONLY V-M tape-o-matic is specifically designed to be the modern recorder value for years to come. It's out in front today—to stay! Only \$179.95* List.

The most dramatic in-store demonstration tapes ever created,

use-tested and proved effective are yours to use in selling the V-M tape-o-matic. Tell 'em and sell 'em on the spot!

Your Distributor may already have the factory-converted V-M tape-o-matic Model 701. Ask him about it.

Call your V-M Distributor...NOW!

V-M CORPORATION, BENTON HARBOR, MICHIGAN

Slightly higher in the West.



WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

ELECTRICAL MERCHANDISING-JANUARY, 1956

PAGE 225

HERE'S HOW

Fedders is going all out to to every family that has



FEDDERS WORLD'S LARGEST MAKER OF ROOM AIR CONDITIONERS. ASKS: Are pickles worth more than people?







PEDDERS' EXCLUSIVE, NEW

Don't laugh! Do you keep your pickles fresh and cool in a refri tor costing hundreds of dollars more than a Fedders Air Condit -while you yourself swelter in humid, unhealthy summer heat?



The rumors are true!

If you've been hearing exciting news about the fabulous Fedders' line for '56-you can believe it. This year Fedders is offering dealers the most salable air conditioners ever built. Look what you get only from

Fedders ... World's most complete line of air conditioners. 15 models for every size room. Window units, casement models and the most eye-fetching console ever designed.

The greatest selling features the Industry has ever seen . . . revolutionary 3.5 amp., 34 air conditioner, new Electronic Air Purifier, new "heats and cools" model, plus beautiful new decorator colors.

New low prices to fit every budget. Prices that will build scores of extra sales for you.

FOR AN IN-PERSON model-by-model demonstration of the fabulous Fedders line for '56, call your distributor today. He's planning a Fedders Open House right now.

The most revolutionary merchandising concept in air conditioning history - presented by the world's largest maker of room air conditioners - takes air conditioners out of the luxury class . . . reduces sales resistance to an absurdity.

More than forty-seven million families will see this exciting full-color spread and the hard-hitting Fedders advertising campaign that will appear week after week in America's largest magazines. Forty-seven million profitable sales opportunities for Fedders dealers! So climb aboard the biggest, hottest and most convincing sales campaign yet for America's fastest-growing appliance.

sell an air conditioner a refrigerator! BREAKS THE WIRING BARRIER



FASTEST-SELLING CASEMENT MODELS. In $\frac{1}{2}$ and $\frac{3}{4}$ sizes—both with built-in thermostats.



NEW SALES OPPORTUNITIES in apartments and offices where window installations are prohibited. In $\frac{3}{4}$ and 1 sizes.

Another Fedders first . . . a new big-capacity ¾ air conditioner that draws only 7.5 amps. That's up to 40% less than other air conditioners! No special wiring needed! This is the unit you can sell in homes and apartments where new wiring is prohibited or just too expensive. And think of the savings you can show your customers in lower installation charges and reduced operating costs!



SUPER'F'COOLING SYSTEM



Integral Fin-Tube Design insures maximum cooling capacity by permanently bonding aluminum fins to copper refrigerating tubes.



Balanced Cooling. The new '56 Fedders develops maximum efficiency by maintaining the proper balance between air intake and refrigeration.



Silver-Bond Hermetic Seal. Heatapplied layer of silver at all joints seals in precise pressures . . . gives top refrigerating efficiency without corrosion or leakage.



New Crescent Compressor Valve design adjusts to compressor load automatically, provides optimum performance under any operating conditions.



Water Pumps

SUBURBAN GROWTH BOOSTS SALES

New record, an estimated 788,000 units, represents an eight percent increase over 1954—and trade-ins are no factor in sales

	1955	788,000
	1954	728,000
	1953	702,051
	1952	687,017
	1951	617,060
	1950	722,647
	1949	527,964
-	1948	658,847
	1947	762,855
	1946	625,729
	1945	390,130
	1944	316,385
	1943	154,560
	1942	239,072
	1941	347,055
	1940	258,497
	1939	230,545

Domestic Water System Sales

(Source: U. S. Dept. of Commerce)

ATER systems, whose sales went to an all-time estimated high of 788,000 units for 1955, can chalk up their success to several things which are happening:

1. The movement to the suburbs

of 1.5-million people yearly.

2. The need for more water caused

by the drop in ground water tables in many sections of the country.

3. The trend on the part of farmers to put in more wells on their property. 4. The cooperation water people gain because \$1 worth of water system creates \$2 worth of plumbing or

appliance business.

While the water system people report their sales very completely to the

U. S. Department of Commerce, when this is written the year 1955 has to be estimated. Leaders in the industry believe domestic water system sales were up 8 percent on the average

More manufacturers felt they had to come in the market with price leaders in 1955 than at any other time. While the National Association of Domestic and Farm Pump Manufacturers quote a higher price, it is the opinion of many that the average water system in 1955 sold for around \$165. Total retail volume is estimated at \$130,000,000.

About 90 percent of sales are com-plete water systems, consisting of motor, pump and tank, and the remaining 10 percent are used as re-placements for worn-out units. It is felt that two-thirds of all water systems go to nonfarm owners, and in new installations, about half are put in the well driller on the job, and the balance by either a plumber, a hard-ware man, an appliance dealer or by the owner himself. Where he buys it from a mail order chain, and it is said that 30 percent of the country's water systems are sold by the big chains, about 90 percent of these customers make their own installations.

Job Tailored to Water Supply

On the ground floor of the water system business is the well driller, and their number has increased to around 18,000. To drill a well it takes a rig, and a stock of pipe. Most well drillers are extremely rudimentary in their merchandising knowledge and do not

do a good job of selling.

Today a 5-inch well is standard. It costs from \$3 to \$4 a foot to drill, and goes down from 75 to 200 ft. on the average. Where the water table is falling, 6 and 8-inch pipes are growing more popular. One thing the customer can never tell in advance is what kind of water or what supply he is going to get. Consequently, his pump has to be tailored to fit what he

While there are over 100 manufacturers of domestic pumps in the United States, 90 of them report their sales very fully to the U. S. Department of Commerce and it reports sales of pumps by types as follows:

Sales of Pumps by Type

	Deep	Shallow Well	Submersible
1955*	234,831°	275,120°	33,139*
1954	310,881	366,982	48,593
1953	299,945	367,321	34,785
1952	296,541	385,476	
1951	265,285	351,775	
1950	294,724	427,923	
1949	202,506	320,458	

Source: U. S. Dept. of Commerce, based reports by 90 manufacturers.

While there are six kinds of shallow well pumps, the most common is the jet. Deep wells call for one of five types of pumps. Manufacturers say that the reciprocating pump is going out of style because it occasionally calls for replacement of leather and is noisier than a jet. A new kind of pump is the submersible, in which the entire pump rests at the bottom of the well, and pushes up water rather than depending on suction. The elec-tric motor in this kind of pump is hermetically sealed in as is the case with a refrigerator motor.

Sizes of Jets Sold

1/3 hp Jets and	under 51,142
1/2 hp Jets	106,550
3/4 hp Jets and	
Over 1 hp	7,423
	pt. of Commerce.

The horsepower of a pump depends on how much water the customer wants, plus how much his well will give. The depth of the well also has something to do with the kind of pump he buys.

At any rate, the proper sale of a water system calls for taking into consideration these factors plus the amount of water needed. And it is a conference that takes into consideration the size of the family, livestock and the future needs of the group. A separate table shown at the bottom of this page helps give an idea of how much water the average family actually

No Trade-ins

In a business that goes back to the beginning of history, water systems have shaken down to a fixed pattern.

There is no set age for pump life, and there are virtually no trade-ins except perhaps as courtesy. Obsolescence and the need for more water make more sales than anything else. Due to the fact that a 5-in. well today costs \$3 to \$4.50 a foot, the customer has quite an investment in his well in

The historical discount to the retailer on a water system is around 25 percent, with less on the installation ob. If a dealer is appointed a subdistributor, he gets an additional profit, up to 40 percent.

The succesful pump salesman today is a man who enjoys a reputation for being able to take care of needed repairs, and get it done quickly. Some 50 percent of pump troubles come through bad installations. The me-chanics in the business are not complicated, and motor repair shops take care of that end of the job.

Year Round Sales

Sales spread out evenly through the year as evidenced by the 1953 ship-ments of pumps, reported by the U.S. Department of Commerce.

Shipments by Month

	1955	1954
January	49,379	44,740
February		49,244
March	40 449	61,067
April		67,242
May	73,315	55,206
June		71,198
July		74,337
August		73,853
September		77,250
October		62,366
November		44,538
December		35,415

Only recently have the pump manufacturers started to advertise, coming up with the idea of a special week. They have successfully promoted how everything depends on water, and the way in which a water system helps to boost the sales of both appliances and plumbing

John Hosford is secretary of the National Association of Domestic and Farm Pump Manufacturers, 39 South La Salle St., Chicago, Ill.

Family Water Needs

HOME FIXTURES

Filling lavatory2 gal	
Filling average bathtub.30 gal	
Flushing water closet6 gal	
Shower bathup to 60 gal	
Dishwasher3 gal per load	
Automatic washer up to 50 gal per load	
Water reftence He to 100 cal	

VARD FIXTURES

1/2	in.	hose	with	nozzle	200	gal	per	hour
14	in.	hose	with	nozzle	300	gal	per	hour
La	wa	sprin	kler		120	gal	per	hour
				er of	50 c	al e	day	,

DOMESTIC ANIMALS

Each horse, dry cow or beef animal12 gal a day	
Each milking cow35 gal a day	
Each hog4 gal a day	
Each 100 chickens 4 gal a day	



Again in 1955, Lewyt sales shattered every record in Lewyt's phenomenal 9-year growth-and no wonder! ONLY LEWYT gives you features you can see and sell -like BIG wheels on the cleaner, wheels on the nozzle, power dial, built-in tool rack! ONLY LEWYT sends customers your way with bigger and bigger advertising campaigns-\$3,000,000 last year alone! So, for record cleaner volume in '56 DO IT with LEWYT!

SPACE 536-B
(5th Floor)

FURNITURE MART - CHICAGO

JAN. 9 thru JAN. 20

the cleaner rolls... the nozzle rolls...

EVERYTHING ROLLS!

Also sold through leading Canadian Distributors LEWYT CORPORATION, 84 Broadway, Brooklyn 11, N. Y.

ELECTRICAL MERCHANDISING-JANUARY, 1956

PAGE 229

Presenting

THE FORWARD LOOK
IN THE MOST COMPLETE LINE
OF ROOM AIR CONDITIONERS

ever!

Airtemp- gives you

- to meet ANY cooling need
- -to meet ANY budget!

Sell More-Make More in 56! ... with the

most complete line backed by a

name people have confidence in

plus the most effective promotion program

ever offered to room air conditioner dealers!

Write



today!

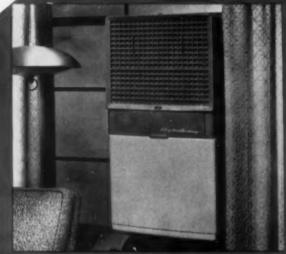
DAYTON 1, OHIO

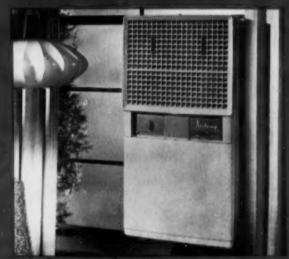


The Conventional Del

Here's all-new, beautify that complements any gineering makes it vital parts match ing at lowest pg to exclusive mounts fo







V APPROACH TO INDIVIDUAL ROOM AIR CONDITIONING



The Imperial "All-in-Window"

Another Airtemp "First"—the perfect answer for homes, apartments, offices and any other locations where outside projection of window air conditioners is not allowed or not desired. Mounts completely flush outside—and with amazingly little projection inside! In 1/2, 3/4 and 1 H.P.



The Imperial

Installed out of the way in absolutely no outside property offices and motels. For ne buildings. In 1/2, 3/4 and 1 H.P.



"AMERICA'S FINEST GAS RANGE"

Fashioned for Fame

FAMED FOR FASHION



peak performance!

FEATURING
TOP-BURNER COOKING

Great new sales aid! Super-speed "Tem-Trol" reaches pre-set heat faster by far, ... offers high heats for frying and low, low heats for "problem" foods. Maintains desired temperature accurately.



Controlled-Heat Top Burner with the WIDEST CHOICE

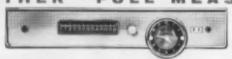
of TEMPERATURES EVER OFFERED



PLUS THESE OTHER "FULL MEASURE" FEATURES



Lights top burners, oven and broiler instantly, automatically. Tiny bead of flame uses next to no fuel. Range surfaces stay absolutely cool. And only ROPER has it.



"Insta-Set" Unified Control Panel

Groups four important controls . . . "Insta-Matic" Oven Guardian, Precision Timer, "Timed" Convenience Outlet and fluorescent lamp switch. Panel finished in rich Sun Tone.



Built-In "Glamor-Grill" with 4-Way Cover

Grand for hamburgers, ham and eggs, pancakes. Fats drain into large (2 cup) grease pitcher. Cover doubles as work tray, splashback or cookie sheet. Cleaning is a breeze.

WRITE FOR FRANCHISE INFORMATION

OTHER FINE
ROPER PRODUCTS

ROPOR "arRANGEable"
built-in gas cooking

ROPOR "DRY-AIRE"
clothes dryer



Comfort-Level "Smokeless" Broiler with Sun Tone Serve Tray

Right up near the cooking top. Extra capacity. Broil and serve in the exclusive Roper broiling ensemble featuring smart, gleaming "Servetot" grill and lustrous Sun Tone Serve Tray.

GEO. D. ROPER CORPORATION . Rockford, Illinois

Power Mowers

DOWN TO GRASS ROOTS

Three Years Statistical Summary **Power Lawn Mowers**

	1955	1954	1953
Units Sold	2,103,125	1,350,000	1,275,000
Average Retail	Price \$86	\$90	\$113
Retail Value	\$180,868,750	\$121,095,000	\$144,542,000



Sales reach mass market volume with 2,103,125 units. Rotary type continues to gain, now accounts for 67% of all mower sales

HE power mower industry is still wide-eyed at its product's best year-1955. This business virtually began at the end of World War II and the past season saw 2,103,125 units sold at an average retail price of \$86. Its stocks were almost swept clean: only seven per-cent of production-143,249 unitsremains to be sold in 1956.

What accounts for this forward surge of buying is the fact that the makers did not set their targets high enough. Too few appreciated that nearly everyone who has a scrap of lawn wants the easiest way of cutting Gone are all the concepts about the power mower being a rich man's product. Even dime stores sold power mowers in 1955.

Saturation of the market now is estimated at 46 percent, though they were putting it much higher two or three years ago. It is thought that 22.5 percent of the 1955 sales were to replace old mowers, which suffer a phenomenal rate of depreciation. The industry figures that a reel type machine lasts nine years, the rotary five or six, compared to 12 for the old hand mower. One firm believes that rotaries are shot after 2½ years.

Reason for this rapid depreciation is that the mower suffers from motion while in use, like the automobile, plus the indignity of being left out in the rain and amateur handling.

Breakdown of prices at retail do not explain one exception which will be speculated on later. They are:

			1955	1954	1953	1952
	U	nder \$70	14%	12%	40.9%	24%
\$70.00	to	\$79.99	11%	16%		
\$80.00	to	\$89.99				
\$90.00	to	\$99.99				
\$100.00	to	\$109.99			20.5%	
		\$124.99			22.5%	

One of the largest outlets reported that the growth of self-propelled rotary mowers ran from 18 to 20 percent, which may be an isolated case, but indicates which way the trend is going. In competition there have been more reel type machines with sulkies sold.

There is no doubt that the lower price units are offering more and more and are killing off the high priced

New in 1955 were devices which permitted the owner to spray his place with smoke and get rid of mosquitoes and flies while mowing.
There was dissatisfaction, in 1955,

with the way distributors were operating, and in consequence, there was a trend to sell direct, particularly to key accounts. Less than 10 percent of distributors are estimated to have adequate service facilities. Many treat the mower as a seasonal item to jump in and out with.

The Market

One surprise in 1955 was the way the market seems to be widening. A year ago, the chief economist of the power mower industry said there were 4-million qualified prospects in the United States, consisting of families with single, detached dwellings worth over \$10,000, and family income of \$4,000 and up. His feeling was that there were 8.5-million mowers in use, with the end of 1954, and a 60 percent

saturation a probability.

Today it is thought that a man with a \$3,500 income and a \$7,500 home is a good prospect, and judging by the way second hand machines sell, it may be much lower. Concensus of makers is that the market is only 46 percent saturated, and this may go by the boards.

It is thought today that 22.5 percent of sales are for replacements; in

1956 it will be 41, and by 1960, 70

Here are some reasons for the failures to properly judge the size of the market:

1. Power mowers do not have to be explained. The buyer understands their use, with the possible exception of the rotary.

2. They appeal to the lazy instincts in both rich and poor, and more women are now mowing lawns due to the ease of the job.

3. They suffer an abnormal de-preciation, due to the carelessness of the owner.

4. Their seasons have widened, due to leaf mulching in the autumn, snow removal in winter, etc.

Two Kinds of Mowers

There are two kinds of power mowers, rotaries and the reel type. They are propelled by two kinds of gasoline engines, two cycle and four cycle (and electric motors).

The rotary is a new type of mower since the war, although it was invented in 1930. It cuts grass by means of a revolving scythe blade beneath the mower, usually attached directly to the engine shaft.

Rotaries make up around 67 percent of total mower sales, against 33 percent for the reel type. They are cheaper to make and have been aided and abetted by the perfection of the two cycle gasoline engine.

The self-propelled rotary has gained in popularity in 1955, even though it takes more horsepower. It has had to overcome the difficulty in not mowing so well at greater speeds of travel. Even the rotary with the sulky has

Reel type machines are descendants of the old familiar lawn mower, usually larger and power operated. machines are said to sell best in New England and on the west coast. The rotary is a natural in the south where St. Augustine and Bermuda grass

Battle of the Engines

It is the opinion of the industry that the public is all over its original prejudice against two cycle gasoline engines. Years ago two cycle engines which came into view in America first in outboard motors and later as washing machine power, got a reputation for untrustworthiness. They sold for untrustworthiness. They sold cheaply and were poorly engineered. The great improvement has been due to an automatic governor, ball bearings at both ends, automotive carburetor

(Continued on page 234)

National Disposer

MORE SELLING FEATURES! MORE MERCHANDISING AIDS! MORE PROFITS FOR YOU!



For many years National has been building top quality sink-type electric food waste disposers for homes. In their own plant National designs, engineers and builds NATIONAL DISPOSERS to exacting stand-ards. The all-new 1956 line of NATIONAL DISPOSERS inherits all the benefits of National's precision manufacturing, plus the latest ideas in conveniences and styling.



National has consistently offered features that give the owner more for his money. And this year each of National's models is far ahead of its field, actually makes other disposers seem obsolete.



It's a fact that only National offers its dealers a really complete line of food waste disposers, for every market and budget, as well as a complete dealer merchandising and display program. Each model has ex-clusive National features that spell saleability. And, every NATIONAL DISPOSER grinds all food wastes quicker, quieter with self-sharpening Micro-Sizing grinders. You'd be smart to get in on the growing, profitable disposer market with NATIONAL.



A Product of National Rubber Machinery Company Akron 8, Ohio 47 W. Exchange St.

There	is a	wel	il-traine	ed Natio	onal	Disposer	factory	sales	man	in	your
area,	who	will	gladly	discuss	the	disposer	business	with	you.		

area, who will gladly discuss the	disposer business with you.
Send us your name, and Address dept. EM 156	□ we'll have him call on you.□ we'll just send you literature.
NAME	
STREET	NACOTOR - 100 - 10
CITY	STATE

CONTINUED FROM PAGE 233-

and a reed valve instead of a poppet The two cycle engine can be made at a weight of only 14 lbs., and contains only 19 parts compared to 43 for a four cycle. While it starts casily, there is still the liability of having the public mix oil and gasoline in exact proportions, and to shut off the gas when the job is done. It even uses, today, a special spark plug made for two cycle jobs. Sears, Roebuck is said to own 30 percent of the stock of one of the largest two cycle makers, and is credited with the quick rise

of this type.
Briggs & Stratton, largest producers of four cycle small engines, have been swamped with orders for a number of years, and only last year got into production with the \$9 million it spent to develop a lightweight four cycle engine which would sell competitively with the two cycle types on the market.

Mowers operated by electric motors are gaining in popularity as smaller lot owners come into the market. The trailing cord has been always a prob-lem. It is believed that about 15 firms now make electrics, which account for around six percent of the total output.

Marketing Power Mowers

The year 1955 was much more competitive than any in the past. companies found it hard to find distributors, and distributors found it

hard to make profits.

It is the belief of many that the business is concentrating in the hands of a few firms, largely because the larger firms have paid attention to supplying service and repairs. While the Lawn Mower Institute, Washington, D. C., reports on the production of 220 manufacturers, doing at least 70 percent of the business, one engine maker declares there are at least 273 manufacturers. Some companies have come into the business largely in an attempt to diversify their operations.

The industry is quite peevish with the present distribution set-up because it feels that many distributors do not help the makers warehouse, only 10 percent have repair facilities, and have not grown with the business. trend is toward direct selling because of disappointment in jobbers.

Types of Distribution

There are several types of distribu-

1. Captive manufacturers who sell directly to the chain stores.

2. Distributors who sell to appliance dealers, hardware and automotive supply houses.

. Distributors who sell to farm implement firms.

4. Catalog and direct-to-you houses. It is believed that there has been no growth in the 41,000 retail outlets selling mowers, but some shifting, with department stores be-

ginning to come into the picture. Joshe's, San Antonio, Texas, has installed repair facilities. Hardware stores are not as interested as hereto-

Discount to the retail house is still around 25 percent with the best known lines, and up to 40 percent on some smaller brands. A Memphis dealer received 40 off on an order for 100 machines from a smaller brand

One manufacturer said that anybody expecting to retail power mowers should have each one on his floor, souped up and ready to operate, because quick starting is one of the greatest sales features. The customer should be given the mower demonstrated to him. Wrong way to sell is to have one demonstrator, and give the buyer a power mower in a box which has never been run.

Makers advise against dealers trying to sell power mowers without having facilities for repair. The device is run by a gasoline engine which calls for garage service. Failure threatens the distributor or dealer who sells and tries to wash his hands of service obligations.

Repair Shop Opportunity

Greatest liability of the business is the feeling that here is something seasonal, which offers a chance to scalp an easy profit.

It extends into the repair shop angle of the industry, about which there is considerable mystery. Briggs & Stratton is supposed to have 9,000 repair shops, Clinton 5,000, and Outboard Marine 13,000. On the other hand a lot of dealers say there are not more than 1,000 good repair shops in the country. Answer to this mystery is probably the fact that each repair shop probably is on the books of all engine makers, and a lot of them run two or three months a year and move into other lines.

There is no doubt that small engine repairing offers a bright future to young men with about \$5,000 capital and enough time for a year's intensive study.

New Features of 1955

Because the number of gasoline engines is increasing on farms and suburban homes, more attention is being paid to merchandising. New in 1955 was the "power handle" spon-sored by Toro, which permits moving the engine and handle to a rotary tiller, saw, or power generator, etc. Mentioned has been the device to fog the place and kill bugs. New, also, Christmas packaging as a gift for

The snow remover, new several years back, didn't have much of a year in 1955. No snow fell in any great quantity. Makers estimate that only 7,000 were sold, and prices dropped to an average of \$140.



MODEL U-98 — fully automatic — incorporates 32 distinct improvements — eliminates all arcing and consequent picture distortion—points directly, positively, instantly to target station—"fust set it and forget it"! List Price, \$39.95



MODEL T-12—fingertip electrical op-

You can't miss with the "leader"!

Seven years of continuous TV advertising pays off! Millions know about Alliance . . . more users have Alliance Tenna-Rotor.

Millions of sales impressions in hundreds of TV markets week after week-year after year-give you the solid backing that no other TV accessory has even approached!

The ALLIANCE Manufacturing Company, Inc., Alliance, Ohio

Another Outstanding Profit-Maker!



Power Tools

PRICES COME DOWN, SALES GO UP

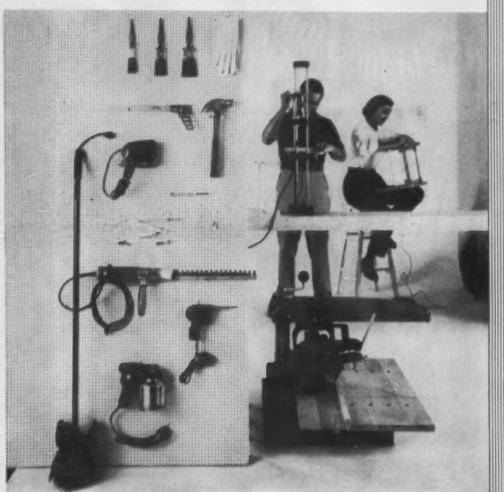


Photo courtesy of WOMANS HOME COMPANION

Dollar volume bests 1954 by an estimated 11.5 percent although public shows signs of weariness with "do-it-yourself"

In the words of one informed source, "1955 has seen the power tool industry come of age." Sales of the majority of manufacturers in the field continued excellent, maintaining 1954's forward movement, and in some individual instances surpassing totals of that year.

Some editorial comment during 1955 indicated a general falling off of attendance at "do-it-yourself" shows in metropolitan areas, and one manufacturer replying to Electrical Merchandisne's query thought that the average retailer was complaining bitterly of lack of interest in the "do-it-trend." Still other sources believed that the initial momentum gained for their product by the use of this coined

phrase retained its value, but that its use had been exploited to a point where the American public was fast tiring of it. Whatever conclusions could be drawn from these varying opinions it would appear that the average homeowner, both from the standpoint of economic pressures and because of his own enjoyment in their use, continued to be power tool minded. In place of a phrase there was appearing among manufacturers a definite trend towards more and better features in their prod-

uct; towards better value and lowered prices, factors which in themselves would create a sales wedge without the use of a tired and time-worn cliche.

Twelve Months in Retrospect

Estimates of total sales in an industry as complex as that of power tools is beset with difficulties. Even the Bureau of the Census in its Annual Survey of Manufactures has refused to estimate the extent of sales of home power tools, but the averaged

estimates of several leading manufacturers in the field were that combined dollar volume for the two types (portable and stationary) has reached \$223 millions during the year just past. (\$200 million in 1954). Of this figure, \$142 million (in excess of 60 percent) went into the purchase of portable power tools, with the balance of \$81 million going towards stationary units. One of the complications in any estimate of the extent of power tool sales is the fact that many of these units are sold for both home workshop and industrial purposes, with even the manufacturer hard put to provide a type and usage classification for the individual units.

The Buyer's Preference

Two panel reports published during 1955 were revealing in their picture of the ownership of power tools, and of the public's buying intentions. The first of these, a Popular Mechanic's study issued in March, reported the ownership percentages shown in the chart at the bottom of this page.

Those responding to the Popular Mechanic's panel revealed a healthy 54.9 percent whose interest in home workshop tools had engendered investments ranging from just under \$100 to \$399. To the question, "How much do you plan to spend on new power tools during the next twelve months?", almost 70 percent (69.6) indicated planned purchases of under \$100, while 26.9 percent had sums ranging from \$100 to \$499 set aside for a similar expenditure. Projecting the 69.6 percent figure shown by the Popular Mechanic's study over the sales potential provided by only one segment of the wired homes in this country, the 14,500,000 located in rural areas (farm-non-farm) we find a theoretical 10,000,000 likely points of sale for the manufacturer. While admit-tedly the projection of a figure of this sort over such a wide section of the population is conjecture in the broadest sense, such a projection does tend to lend color to the extent of the mar-ket which exists for power tools. The home owner, his own handyman and janitor in the majority of cases, is a prime and considerable sales population to be considered in any justification or attempt at probing the extent to which power tool sales may flourish in the foreseeable future.

While the readership of Popular Mechanics can be generally conceded as more power tool minded than the average group, magazines in the consumer group were also drawing interesting conclusions with relation to the appeal of the home workshop for the American householder. American Home, in an April, 1955, reader-consumer panel study, discovered that a total of nearly half of their panel families (47.4 percent) had a home workshop, and as such were prime prospects for power tools. In this grouping the universal appeal of the portable electric drill was evident, indicated ownership amounted to 38.3 percent, and an additional 2.8 percent of the respondents

(Continued on page 241)

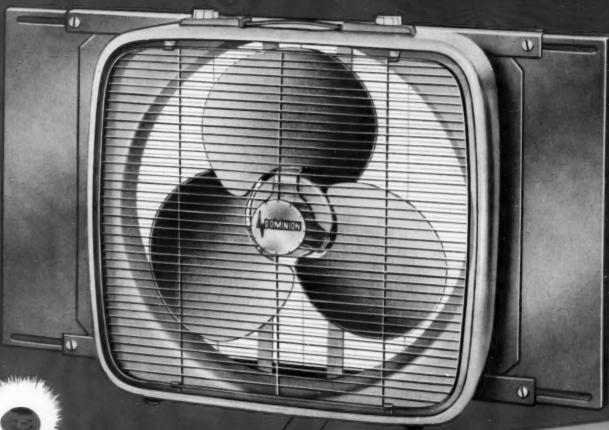
 Percentage of ownership among
 Portable Electric Tools
 Bench or FIr. Model Power Tools
 Combination Power Tools

 P.M. readers...
 93.2% (1,166,650)
 79.1% (990,149)
 9.3% (116,415)

 Plan to buy...
 57.4% (718,516)
 58.9% (737,293)
 15.0% (187,765)

the BIG Name in fans for BIGGER 1956 Sales Volumes

DIVIDINION



backed by a 1-Year Replacement





Plus 3 mere sales-exciting portable window fans and



20" Portable



20" Portable



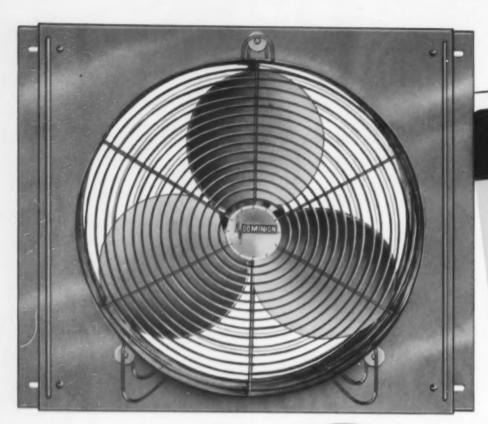
New Deluxe 20" Portable

- Electrically reversible
- Thermostatically controlled
- Two-speed, 3500 c.f.m.
- Model 2065—Suggested Retail \$49.95-\$50.95° #2070 End Panels \$4.95

Portable Stand

There are 10 more profit-makers on the next page!

Price Denver and West Prices Subject to change without notice.





20" REVERSIBLE Ventilator and Window Fan

- Fast, multi-room cooling
- Two-speed, 3500 c.f.m.
- Fully-adjustable, easily reversed
- Model 2053—Suggested Retail \$39.95-\$40.95* complete with end panels.



16" Window Vent-Portable Fan

- Two-speed, 2200 c.f.m.
 Fully-adjustable, easily reversed
 Model 2052—Suggested Retail \$29.95-\$30.95*



"Twin 1500" Vent-Portable Fan

- Two exhaust fans; 1500 c.f.m.
- Three adjustable end panels
- Feet for portable use anywhere
 Model 2050—Suggested Retail \$17.95-\$18.95*



16" Oscillator • Three-speed, 1800 c.f.m. Safety guard. Model 2030—Suggested Retail \$39.95-\$40.95°



12" Oscillator

• 1200 c.f.m.

Model 2015—Suggested Retail \$19.95-\$20.95*



1-YEAR lacement Warranty

On Every Dominion Ventilator and Fon

10" Oscillator

• 650 c.f.m.

Model 2012 - Suggested Retail \$14.95-\$15.95°



8" Stationary

• 350 c.f.m.

Model 2004—Suggested Retail \$5.95-\$6.45°



DOMINION

"Safe-T-Breeze" Rubber-Blade **OSCILLATOR**

- Flexible blades safe for children
- Whisper-quiet cooling; 850 c.f.m.
- Model 2025—Suggested Retail \$21.95-\$22.95*



LARGE All-Purpose Fan

Two-speed, 1250 c.f.m.
Model 2024—Suggested Retail \$21.95-\$22.95°



All-Purpose Fan

 Rotates 360°; 750 c.f.m.
 Model 2005—Suggested Retail \$12.95-\$13.95*

DIVINION

The BIG name in Fry-Skillets With a BIGGER more Profitable 1956 line,

4 MODELS ... Square and Round Design



INTRODUCING THE Big, all-new 11½" immersible

- Immersible for easy cleaning
- Automatic controlled heat
- Deep, square design
- 4 Quart capacity
- Model 2216 (less cover)—Retail \$19.95



Easy To Clean

immersible right up to line above control knob.



Dial Your Heat



Jewel "V-Lite"



and there are more on the next page!

DOMINION Immersible SQUARE SKILLET

DOMINION **Automatic SQUARE SKILLET**









- 3 1/2 qt. capacity
- · Controlled heat
- · Model 2202 (less cover)— Retail \$16.95



AUTOMATIC

Round Skillet

- 3 at. capacity
- Controlled heat
- E-Z Cook Guide
- Model 2205 (less cover) -Suggested Retail \$19.95

• Immersible Model 2211 (with cover)—
 Retail \$21.95

For profitable 1956 sales volume, sell this complete line of quality Dominion

Appliances!



AUTOMATIC, ALL-CHROME

COFFEE MAKER

- Brews 4 to 10 cups
- Model 1604—Retail \$19.95
- Model 1603 in aluminum— \$16.95



"GRID-O-MATIC" TABLE COOKER

• 162 sq. in. coo ing surface • Model 1311— Retail \$24.95-\$25.95*



HAIR DRYER

with "Hand-L-Stand"

- In Turquoise, Pink, Chrome and Black
- Model 1803—Retail \$9.95



AUTOMATIC

STEAM and DRY IRON

- Uses ordinary tap water
 Model 1050—Retail \$15.95





Retail \$17.95



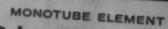




POLISHED ALUMINUM Corn Popper

Jumbo

- 8-piece Hostess Set included
- Model 1703-Retail \$9.95-\$10.95*
- Model 1702 2 Quart Size-\$5.95



Deluxe TABLE RANGE



- Model 1429—Retail \$29.95-\$30.95° Other Models from



Insist on the best...buy

DOMINION ELECTRIC CORPORATION, Mansfield, Ohio IN CANADA: SAMSON-DOMINION LIMITED, TORONTO 2. ONTARIO

See us at Navy Pier

in Chicago Booths 238-240-242

were planning a purchase during the following twelve months. Other popular power tools mentioned in the American Home study, and indicative of the relative appeal of the various types were as follows:

	1 4165	. ercentage or		
	Total Re	Plan to bu in next		
	Now Own	12 month		
Grinder (buffer-polishe	er) 28.5	1.6		
Sander	22.1	2.4		
Circular (table) saw.	21.3	2.0		
Portable Electric Saw	17.4	2.8		
Jigsaw	14.7	2.0		
Drill Press		1.1		
Bandsaw	6.7	1.4		

A relatively recent compilation by the American Magazine (charted elsewhere on this page) was informative in its indication of the relative ownership in various income groups. An interesting correlary may be drawn by comparing these figures with those contained in the McGraw-Hill Department of Economic's study on distribution of the nation's wealth. This latter study showed more than 70 percent of the nation's wage earners with incomes of more than \$3,000 a year, and the average income at around \$5,000, a group showing relatively high ownership percentages in the American Magazine study.

Power Tools and Appliances

Notwithstanding the fact that power tools fall easily into the classification of being "home appliances" for men, the average appliance dealer had not yet become an important sales factor for most major manufacturers. ELEC-TRICAL MERCHANDISING, in a letter directed to these manufacturers late in 1955 posed the question, "What are your general opinions as to the importance of the appliance dealer as an outlet?" Answers from major manufacturers to this question were generally in agreement that while the appliance dealer could become an excellent outlet for power tools, most had not yet risen to the sales challenge presented. Summing up in the words of one respondent, "The appliance dealer, so far, has not been a factor in the movement of power tools. However, in most areas, he can capitalize on this market, since most hardware retailers are lax in the promotion of tools. The appliance

dealers who are successful outlets for power tools are the ones who merchandise them properly. There is plenty of room for a good appliance retailer, and plenty of potential volume, but there is no easy road." Still other manufacturers commented on the fact that the use of "appliance type" merchandising techniques could be an important factor in the sale of power tools.

The Dealer's Problems

What are the problems facing the appliance dealer who may wish to en-ter into active selling of power tools? For most, the feeling seems to be that power tool retailing involves heavy participation in actual demonstration of a particular unit, with attendent clutter and a great deal of product "knowinvolved. For others, a basic consideration seemed to center around the amount of display space required. Still a third group thought problems might be encountered in the stocking of the accessories necessary to an efficient power tool sales operation.

In the first of these instances, it is important to remember that most prospects for a power tool sale are to some degree already indoctrinated in the use the tool they plan on purchasing. Add to this the fact that manufacturers in most cases conducted factory courses and training for dealer personnel; others offered coordinated programs for presentation to local groups, and all had traveling demonstrators. All of these added up to a major assist for the dealer newly entering the field, and made this point less of a hurdle than it might seem at first consideration. Important too, were the endless series consumer magazine article and books which pointed up the use of power tools of all sorts to even the most unskilled American male. Magna Engineering (Shopsmith) during 1955 developed a 13 week television series (Tom Harmon's Workshop), jointly sponsored by Magna and dealers in markets covering over 70 percent of the United States sales potential. Others with shows like Reynold's Aluminum's "Do-It-Yourself" show were helping to develop consumer interest in the products, with graphic illustrations of use techniques, and projects to which the tools lent them-

Concerning the second point it is interesting to note that combination units of today have become highly styled and designed merchandise, show ing little resemblance to the utilitarian but often bulky machinery of earlier years. This trend is likely to continue in future design, with manufacturers stressing styling, enclosure of projecting angles, and like refinements in their further attempts to streamline the product. Drills and other items in the portable family are usually packaged in metal carrying cases, and accessory items can be found neatly packaged, making the arrangement of neat shelf displays practical and easily managed. The needs of the home workshop enthusiast in accessories can not be stressed too emphatically; they are basic to the dealer's sales well being. It has often been said regarding the retailing of power tools that the buyer of a drill will graduate to larger units as his skill progresses. The stocking of adequate accessories therefore becomes an essential as a primary sideline to the basic tools, for through them the dealer will find the door open to an ever increasing number of sales. For a thoroughgoing study on the problems in-volved for the appliance dealer in the sale of power tools, an informative article was contained in the August, 1955 issue of EM ("Should I Sell Power Tools?).

Whats Ahead in '56

The year 1955 saw the addition of still another old line appliance manufacturer (Sunbeam) to the ranks of those already engaged in active participation in power tool merchandising. Starting with a drill, the company later introduced a sander and saw, and plans complete line in the near future. The addition of Sunbeam brings to four the number of appliance manufacturers entering the field in the course of the last two years (Oster, Dormeyer and Toro), an indication of the importance these companies place on the saleability of the product. It would appear that the entrance of these companies into the field will help accelerate product sales because of the increased consumer and trade advertising. In the words of one manufacturer, "The entrance of major appliance firms into the power tool business has served to stimulate our own sales force, as well as our operation from a competitive standpoint."

ELECTRICAL MERCHANDISING, in the most recent study conducted over its dealer panel discovered that while in 1952 only 19.7 percent of the respondents stocked power tools, by last year the figure had risen to 26.1 percent. It is to be expected that coming studies will find this percentage increasing as the appliance dealer becomes more fully aware of the profit possibilities that exist in this product. And, most old line power tool manufacturers are optimistic as to what lies ahead in 1956, with the majority in agreement, that, "The coming year will follow the same healthy sales growth pattern which has been so evident during the post war period for our product." End

and Beauty Equipment for the HOME! WALL WAHL ELECTRIC CLIPPERS IN LACK OR WHITE NYLON LIDS SINGLE-CUT ary Bottom siengths \$10.75 MULTI-CUT GIANT MULTI-CUT Multi-

America's Finest

Professionally Styled Barber

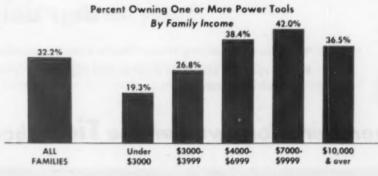




WAHL CLIPPER CORP.

STERLING, ILLINOIS

POWER TOOL OWNERSHIP BY AMERICAN MAGAZINE FAMILIES



only Itale advertising

8 TOP NATIONAL MAGAZINES

American Home Better Homes & Gardens Good Housekeeping Household

SMITHS APPLIANCE STORE Ladies' Home Journal McCall's Magazine Modern Romances True Story

or twice,

are delivering 233 million selling messages a year—full-page, full-color ads that promote the automatics you sell.

Here's how to use this powerful that only

- Tie in with exciting Washer-Dealer Plan Promotions
- Buy spot TV and radio commercials adjacent to Tide's network programs

Remember, more women use Tide than



6 POPULAR NETWORK TV AND RADIO PROGRAMS

The Loretta Young Show (NBC-TV)
On Your Account (CBS-TV)
Matinee Theatre (NBC-TV)
The Tennessee Ernie Ford Show (NBC-TV)
Guiding Light (CBS-Radio)
Pepper Young's Family (NBC-Radio)

are demonstrating the automatic washers you feature, helping to pre-sell your prospects.

advertising support

Tide gives you!

ار

In

 Use Tide for sales-building store demonstrations, and for post-sale demonstrations that spell customer satisfaction.

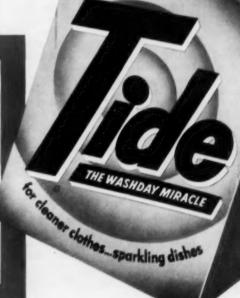
Contact your distributor or manufacturer for full details today!

any other washday product!



ABC-O-MATIC AMC **AMBASSADOR** APEX BARTON BLACKSTONE CORONADO EASY FIRESTONE GENERAL ELECTRIC HOTPOINT KELVINATOR KENMORE MARQUETTE MAYTAG ONE MINUTE SPEED QUEEN WIZARD ZENITH

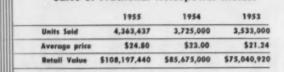
... and each of these manufacturers puts a free box of Tide inside every top-loading automatic they make!



A Product of Proctor & Gamble

Small Motors

MORE OVER THE COUNTER



Three-Year Summary of Over-the-Counter

Sales of Fractional Horsepower Motors



Farm areas buy half the 4,363,437 fractional horsepower motors sold at retail. Capacitor types enlarge their share of the market

BOUT 35 percent of the retail business in over-the-counter motor sales today have become capacitor types, sold because the dealer doesn't know what kind of a load the customer is going to put on it, and feels safest with this kind. It is a growing trend.

A shift in motor types and a gain in sales marked the year 1955 in fractional motor business. Number sold over the counter rose to 4,363,437 from 3,725,000 the preceding year. Average retail price was \$23.00.

Last year ELECTRICAL MERCHAN-

dising probably printed one of the most accurate appraisals of the motor market yet made. Nobody had known how many motors are produced in the United States. This study, made by a big manufacturer, brought out that 52,941,100 motors of 1 hp and over were produced in 1954 and jumped to 60,882,265 in 1955. Of these, 85 percent, or around 45,000,000, were fractional horsepower (51,749,925 in 1955), which means less than one hp. The reason for this motor mystery was due to the fact that manufacturers use their own motors in fabrication and do not report them to anybody. The over-the-counter business,

4,363,437, is just a drop in the bucket.

It must be remembered that the first motor patent was taken out in 1837, and today around 165 manufacturers are producing motors, and there have been 11,000 types made since Edison's day. About 66 percent of all fractional horsepower motors go into fabrication and all kinds of mo-

From 5 to 20 percent of the electric motors sold at retail are used for replacement, and it is felt that the replacement business continues at the rate of 2 percent a year. One person believes that about 150 million motors have been replaced to date.

The guess that 120,000 dealers do all the retailing of "loose" motors still stands, and it is believed the American home has six fractional horsepower motors, so the business is growing. L. D. Hodell of General Electric states that most electrified homes will have 16 motors in them and many will be using 25 by 1965.

Farms Bost Customers

Most successful retailers of motors are the chain stores, and next are the types of firms that specialize in mo-tors and distribute them by catalogs

and branches. A firm like W. W. Grainger has 54 branches wholesaling motors. All three of the country's largest distributors sell motors, and dealers of all types stock them, anywhere from two or three to 25. There are probably 250,000 stores which will order them for you, but do not stock.

Retail sales go 50 percent to farm areas, non-farm 25 percent, and cities 25 percent. One mail order chain thinks that the electrified farm has 28 motors on it.

The dealer will make a 35% margin on motors sold, but with the eagerness of retailers to compete with chains, most dealers wind up with

The change in types of motors being sold at retail is one of the surpris-ing things of the business. It must be remembered that the REA and private rural lines in the country were put up a dozen years ago with no thought of farmers using a lot of power. In fact, one large university declared that a farmer would never use individual motors, but would back up his tractor and run a belt to devices he wanted to operate. This is not correct, either.

The average dealer retailing motors

started with some second-hand jobs taken off trade-in washing machines. These he put behind the door and people came in and asked for them without any promotion at all.

1/4 Hp Motor Best Seller

A dealer retailing motors will discover that 35% of his sales will be hp, 30% hp, 25% hp, and 10%

hp. He will discover that 35 percent of his sales will be capacitor type motors because they will start under more load, and the dealer never knows what kind of a job the customer is going to put them on. Also, they are more profitable to him.

The capacitor, or condenser type motor is used for heavy duty as with water pumps, stokers and compressors:

1. It requires up to 19 amps. on hp sizes.
2. Has medium starting torque,

3.00 percent of full load torque.

3. Has high pull-up or accelerating torque—250 percent of full load.

4. Efficient fractional horsepower sizes, 65 to 70 percent of rated power.

5. Costs about the same as repulsion-induction type but higher than

the split phase.

6. May be used on 120 volt circuit

if thp or less. The split phase motor, which amounts to 50 percent of demand, is used for easy starting loads or where maximum load is applied at full motor speed, such as on washers, ventilating fans and light power tools. Not well realized is the fact that power companies do not allow on their domestic lines motors that draw 20 amps or more in starting. True, they close their eyes to washer motors because they are usually being run during a period of low demand and at short intervals. A split phase motor may cause dimming of lights on underwired or overloaded circuits. Their charac-

teristics: 1. High torque type demands large starting current—up to 32 amps for

hp size. 2. Has low starting torque, 200 percent of full load torque.

3. Has low pull-up or acceleration torque—200 percent of full load

4. Efficiency—65 percent for 1 hp size at rated power.

5. Should be located close to meter

and have special large wire circuit.

6. Lowest price of three prominent

types of motors but limited in size to

Repulsion-Induction Type Drops

A repulsion-induction motor has dropped to about 5 percent of retail (Continued on page 246)



Greatest Sales Feature in Television

- Chairside Speaker
- On-Off-Volume
- Brightness
- Channel Selector

• Fine Tuning

the one and only complete

Remote Control

with personalized speaker!



Here is the big, juicy plus you've been looking for in TV. There have been lots of gadgets and gimmicks for lazy TV owners but never before a soundly engineered device which does everything at chairside or bedside that you can do on your knees in front of the set.

And the most exciting feature of all is the chairside personal speaker that allows you to turn the big speaker off and listen privately to the speaker in the remote control unit.

Your distributors have complete details right now and will help you sell!

BIG PLUS SALES TO HOSPITALS, INSTITUTIONS, HOTELS AND TAVERNS

Sentinel Ty

First for Quality

Sentinel Radio Corp., Evenston, Illinois



Small Motors

CONTINUED FROM PAGE 244-

demand, one manufacturer said, and is used on machines that are hard to start and require medium acceleration. It is suitable for machines taking up to 10 hp and its characteristics are

1. Demand low starting current up to 13 amps on 1 hp size.

Has highest starting torque. 3. Has medium pull-up or accelerating torque—225 percent of full load

4. High break-down torque-265

percent of full load torque.

5. Efficiency—50 to 75 percent of

rated power.

6. Can be used on 120 volt circuit

if hp or less.
7. Requires smaller wire sizes when located far from meter, because of

lower starting current demand.

Some shaded pole motors, which are the cheapest of all to build, are sold over the counter, largely for fans and the like. They run to about 8 percent of total over-the-counter sales.

Universal high-speed motors are em-ployed on jobs that call for a light load. Sewing machines, drills, food mixers, vacuum cleaners, shavers, motion picture projectors use them. The commutator types use brushes that have to be replaced every 1,000 hours. Their characteristics are:

1. Run on ac or dc.

2. Are generally high speed, 3,500 to 20,000 rpm.

3. Have a high starting torque. 4. Have low pull-up or accelerating

5. Speed varies with load.
6. Limited to 1 hp sizes for continuous service.

7. Can be operated on 120 v. cir-

cuits if \(\frac{1}{2} \) hp or less.

8. Variable speed regulated by load on resistance and circuit.

3-Phase Motors New on Farms

New this year and amounting to less than one percent of total overthe-counter sales are the 3-phase motor, which is sold largely to farmers. The 3-phase motor takes special wiring and has to be used where a utility is prepared for it. Reasons for its use on overloaded farm lines is the fact that it is cheaper to operate per horsepower, and costs less to buy, but

must be installed by an electrician.

This article does not include "fly power" motors which are used largely in clocks. While they are actually fractional horsepower motors, they come in a special category. There are about 20 manufacturers of this type and it is thought that 22,000,000 units were produced in 1955. End



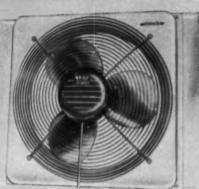
GET OUT OF THE RED

INTO THE BLACK

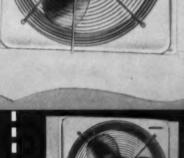
WITH CHILL-AIR FANS BY NATIONAL FASTEST GROWING FAN LINE IN THE COUNTRY BECAUSE OF FEATURES LIKE THESE:

PUSH-BUTTON CONTROLS

.. the newest! National introduces its Model TR-20P with colorful pushbuttons controlling the two speeds forward and reverse . . . irresistible customer appeal! 20" blade, electrically reversible, weight 33 pounds.







TW-20. Straight exhaust fan blade. 2 speeds forward

CONVERTIBLE

The Chill-Air Supreme Floor Fan . . . streamlined versatile beauty in two sizes. UF-17 . . . 17" blade . . . 2 speeds . . . weight 20 pounds. UF-20 20" blade . . . 2 speeds . . . weight 27 pounds.



SET IN STAND



MOUNTS IN WINDOW PANEL



CONVERTS TO ROOM ROLL-ABOUT

SEE THE LINE THAT'S THE TALK OF THE INDUSTRY IN CHICAGO JANUARY 19 - 26 AT THE INDEPENDENT HOUSEWARES SHOW ... BOOTH 147 . . . HEADQUARTERS AT HOTEL

MAIL COUPON TO-NATIONAL ENGINEERING & MANUFACTURING COMPANY SEDALIA, MISSOURI

NATIONAL ENGINEERING

MANUFACTURING COMPANY

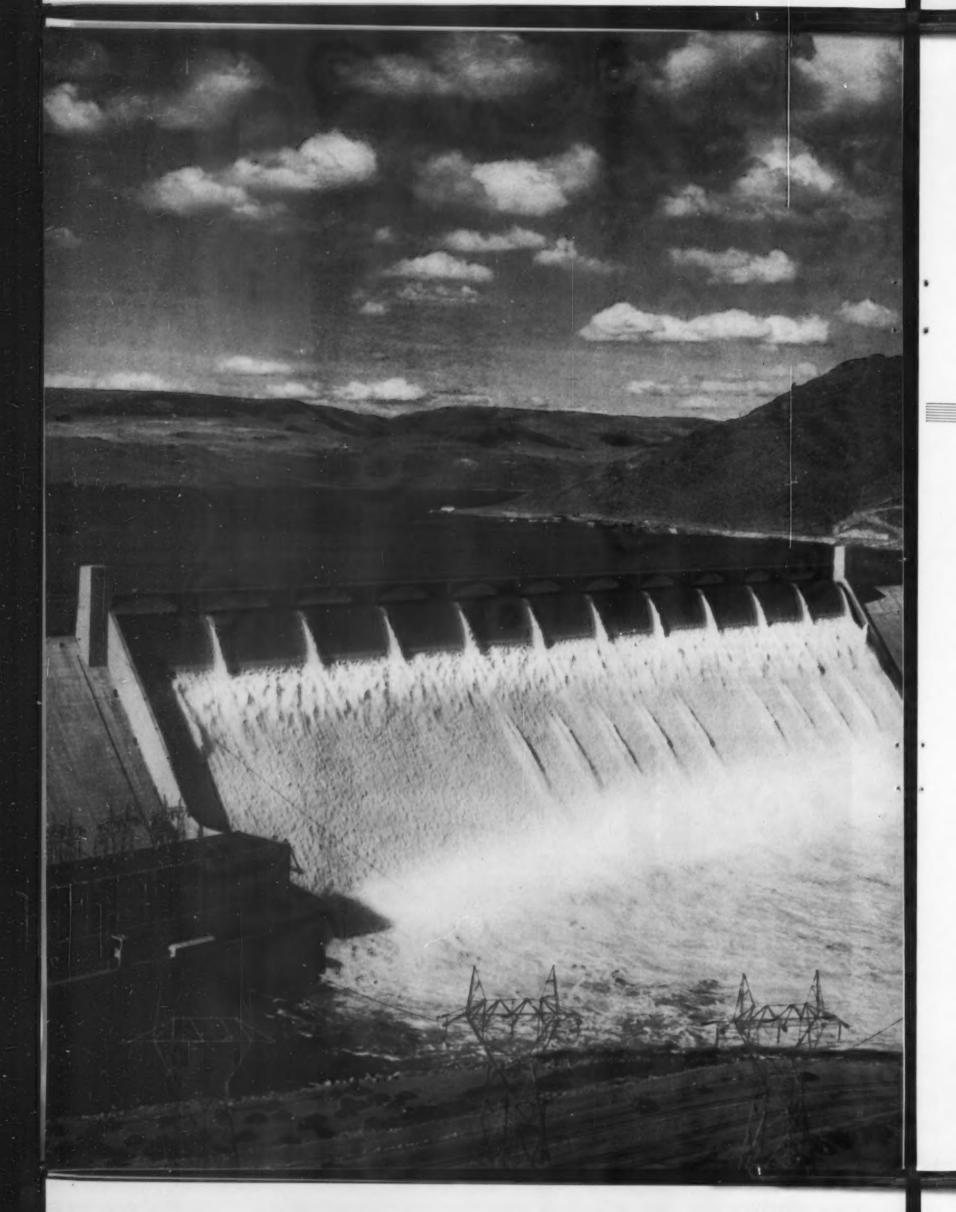
SEDALIA. MISSOURI NATIONAL ENGINEERING & MANUFACTURING COMPANY SEDALIA, MISSOURI

I om interested in further information on CHILL-AIR PANS, DEALER AND DISTRIBUTOR INQUIRY INVITED. I AM A DISTRIBUTOR.

I AM A DEALER.

NAME_ STORE NAME

CITY_____ZONE__STATE____E5\$



The Far West Has a Boom of Its Own

Reports from 102 utilities show that average appliance expenditure per domestic customer jumped to \$108.95, power consumption increased to an average of 3,467 kw.-hrs., and the number of customers rose 5.3 percent

By CLOTILDE G. TAYLOR

As in other sections of the country, the appliance business in the Far West last year topped everything on record to date. The report from this area includes 102 companies from the eleven western states, serving 6,214,413 domestic customers. In addition, 13 companies reporting from Hawaii, Alaska and British Columbia, serving 407,715 customers, bring the total in this area to 6,622,137. Together they spent \$726,853,000 in 1955 for appliances, radio and television, (\$676,778,000 of it in the eleven western states).

Nineteen Percent Increase

The accompanying table of dollars spent per domestic customer indicates that the average household invested \$108.95 in such equipment last year. This was a substantial increase over the figures of the previous year, shown in the same table. It should be pointed out, however, that the two estimates are not strictly comparable. The fact that 25 more utilities in this area report complete or partial sales data this year, compared to those reporting in 1954, makes the base for calculations slightly different. Moreover, the considerable population increase must be taken into consideration. When reports from only those companies presenting figures for both 1954 and 1955 are used, it is found that total sales this year are 19.4% above those of last year.

Hawaii figures are not easy to compare, as this year's total of \$9,384,000 sales includes reports from the main island of Oahu which were not avail-

able last year, but figures from the other islands reporting show a 17.7 increase. Alaska sales were about \$1,151,000, 20 percent above last year, while British Columbia purchases (in terms of U. S. dollars and average price of appliances) were in the neighborhood of \$39,540,000, or up 14.3%.

Westward Migration Continues

The remarkable migration to the West which started at the time of the second World War, continues at a steady rate. Domestic customers reported this year are 5.3 percent above last year for the West as a whole. California numerically accounts for the bulk of these, more than two thirds of all new households in the area being reported from this state. Percentage wise, Nevada and Arizona are at the head of the list, reporting increases of 11.6 percent and 7.7 percent respec-California was up 6.6 percent, a higher rate of growth even than the 4.8 percent figure of last year. Other states show the following percentage increases: Washington—3.6; Oregon—2.4; Montana—3.3; Idaho—2.1; Wyoming—4.4; Colorado—5.8; New Mexico—5.5; and Utah—2.5. Hawaii reports a 1.8 percent increase, Alaska .9 percent and British Columbia 5.5

KW-HR Use Up 164 In 1955

Average annual kw.-hr. use was definitely up. States such as Washington, Oregon, Montana and Wyoming, where range and water heater saturation and sales are high, report as much as from 500 to 700 kw.-hr. increase last

year, while the average for the Pacific Coast as a whole was up 175 kw.-hr. and that for the eleven western states averaged 164 kw.-hr. up, bringing the already high average for this entire area to 3,467 kw.-hr. use per domestic customer. The Pacific Northwest is outstanding, the entire state of Washington averaging 7,452 kw.-hr. last year. Highest individual report is from Grant County, with a 12,500 kw.-hr. average use. No utility from this average use. state, rural or urban, reports less than 6,200 kw.-hr. Oregon, Nevada, and Idaho are all above the 6,000 figure. Low averages are reported from New Mexico, Colorado and California, in all of which natural gas offers cheap competition. Averages by states are: Washington – 7,452; Oregon – 7,079; California – 2,320; Montana – 3,374; Idaho–6,025; Wyoming–3,002; Colorado – 2,237; New Mexico – 2,165; Arizona-2,720; Utah-3,735; Nevada -6,490; Hawaii-3,520; Alaska-2,983; British Columbia-3,606.

Saturation Figures Up

Kilowatt-hour use is naturally correlated with saturation of appliances. The accompanying table of state averages indicates that in most instances a natural increase based on additional sales was reported. Here comparisons suffer from the same difference in base which affects sales per domestic customer. In addition, no real reason is given for the fact that several companies have this year reported lower saturation figures than last. Perhaps a customer survey has revised the figures in the interest of accuracy. Evap-

orative cooler saturations show a slight drop, perhaps due to more widespread adoption of refrigerated type air conditioning. Saturation averages for conventional washers are below those reported last year, while automatic washers are up about an equivalent amount. Ironer saturation figures are reported down by 2.3 percent from last year. This drop seems to be consistent throughout the entire area, except for Hawaii, which reports a 7 percent increase.

Vacuum cleaner saturation percentiges seem not to be kept by many of the companies reporting. This year's figures at least are based on a more widespread base; they indicate a lower saturation than was the best figure available in 1954. Radio percentages are just about the same as last year, the fractional variation being due, apparently, to the fact that some companies report a multiplicity of radios in one home, whereas others attempt to estimate the homes without this equipment, which are very few. Radio has probably a higher acceptance than any of the other appliances re-ported, with a very nearly complete coverage. TV saturation figures, re-markable as they are, considering that much of the West was without local reception as late as last year, are probably low, as many of the utilities serving the high-use Los Angeles signal area do not report this figure.

Nearly \$1,000 Investment Per Home

When saturations are turned into figures representing the average in-(Continued on following page)

TABLE I. DOLLARS SPENT PER DOMESTIC CUSTOMER FOR VARIOUS APPLIANCES-1955

	Refrig- erator	Range	Water Heater	Home Freezer	Room Air Condi- tioner	Evap- orative Cooler	e matic	Con- ventional Washer	froner	Dryer	Vacuum Cleaner	Dish Washer	Food Waste Unit	Radio	Tele- vision	Total
Washington	19.21	17.75	5.98	8.40	.17	.13	16.41	2.12	.78	11.04	6.60	2.88	.48	2.36	20.24	114.55
Oregon	26.78	24.74	5.49	15.60	.34	_	32.38	4.41	1.30	19.78	4.49	2.10	.41	3.47	31.74	173.03
California	19.21	4.84	.57	5.04	2.38	.97	16.68	2.65	.65	4.14	5.68	2.22	1.54	2.91	27.28	96.76
Pacific Coast	19.53	8.60	2.20	6.60	2.04	.75	18.29	2.79	.76	6.44	5.81	2.31	1.27	2.79	26.68	106.86
Montana	21.16	12.83	4.60	12.80	.68	.36	20.18	1.07	.86	10.99	1.81	3.27	.91	1.20	19.71	112.43
Idaho	23.53	17.83	8.88	17.40	.67	.46	12.89	2.72	1.04	9.13	2.19	1.77	.52	1.44	42.78	143.25
Wyoming	21.45	11.57	1.13	11.44	1.56	.43	11.19	4.00	.91	6.83	1.87	1.77	.67	1.93	16.72	93.47
Colorado	28.16	10.14	1.32	8.64	2.89	1.96	21.30	4.76	1.53	7.04	1.86	.99	2.08	1.31	25.74	119.72
New Mexico	30.93	8.73	1.56	11.24	4.83	.76	24.34	2.45	1.51	3.34	1.03	1.68	.63	1.58	39.26	133.87
Arizona	26.62	3.60	.62	5.16	7.96	7.39	13.88	4.63	.60	1.10	1.24	1.77	.46	2.15	23.60	100.78
Utah	16.98	14.31	3.31	7.68	1.26	1.92	14.50	3.44	1.90	5.54	6.03	1.86	.84	2.19	20.98	102.74
Nevada	28.85	16.25	4.10	4.84	2.41	11.48	24.69	6.14	2.35	4.00	2.75	2.49	1.43	1.35	6.37	119.50
Intermountain	24.79	10.89	2.44	9.20	3.16	3.46	18.16	4.01	1.32	5.93	2.45	1.74	1.12	1.65	25.44	115.76
11 West. '55 States 154		9.15	2.24	7.12	2.24		18.27	2.95	1.12	6.49	5.17	2.19	1.24	2.57	26.45	108.95
States 154	22.93	7.86	1.92	6.58	1.95	1.50	15.18	3.55	1.27	5.17	3.84	2.40	1.30	2.21	27.13	105.06
Hawaii	17.64	10.76	4.27	10.40	.34	-	14.80	3.23	1.73	1.61	1.23	2.10	.65	1.95	23.46	94.17
Alaska	10.24	7.65	2.45	4.88	-	-	5.25	1.53	.39	4.14	2.73	.72	.28	2.44	1.10	43.80
British Columbia	29.93	16.41	6.41	2.00	_	-	6.46	7.20	.30	3.22	5.54	.60	.12	2.60	59.34	140.13

TABLE II. PATTERN OF SALES FOR THE AVERAGE DEALER IN 1955

				,	go.c		0150	01	10101							
		Refrig- erator	Range	Water Heater	Home Freezer	Room Air Condi- tioner			Con- ventional Washer	Ironer	Dryer	Vacuum Cleaner		Food Waste Unit	Radio Sets	Tele- vision Sets
Washington		16.7	15.5	5.2	7.3	.2	.1	14.3	1.8	.7	9.7	5.8	2.5	.4	2.1	17.7
Oregon		15.5	14.3	3.2	9.0	.2	-	18.7	2.5	.8	11.4	2.5	1.2	.3	2.0	18.4
California		19.8	5.0	.6	5.2	2.4	1.1	17.2	2.7	.7	4.3	5.9	2.3	1.6	3.0	28.2
Pacific Coast		18.3	8.0	2.1	6.2	1.9	.7	17.1	2.6	.7	6.0	5.4	2.2	1.2	2.6	25.0
Montana		18.8	11.4	4.1	11.4	.6	.3	17.9	.9	.8	9.8	1.6	2.9	.8	1.1	17.6
Idaho		16.4	12.4	6.2	12.2	.5	.3	8.9	1.9	.8	6.4	1.5	1.2	.4	1.0	29.9
Wyoming		22.9	12.4	1.2	12.2	1.7	.5	12.0	4.3	.9	7.3	2.0	1.9	.7	2.1	17.9
Colorado		23.5	8.5	1.1	7.2	2.4	1.6	17.8	3.9	1.3	5.9	1.7	.8	1.7	1.1	21.5
New Mexico		23.1	6.5	1.2	8.4	3.6	.6	18.1	1.8	1.1	2.5	.8	1.3	.5	1.2	29.3
Arizona		26.4	3.6	.6	5.1	7.9	7.3	13.8	4.6	.6	1.1	1.2	1.8	.5	2.1	23.4
Utah		16.6	13.9	3.2	7.5	1.2	1.9	14.1	3.3	1.9	5.4	5.9	1.8	.8	2.1	20.4
Nevada		24.1	13.6	3.4	4.1	2.0	9.6	20.6	5.1	2.0	3.4	2.3	2.1	1.2	1.1	5.4
Intermountai	n	21.4	9.4	2.1	8.0	2.7	3.0	15.7	3.5	1.1	5.1	2.1	1.5	1.0	1.4	22.0
11 West	'55	18.8	8.4	2.1	6.5	2.1	1.2	16.8	2.7	1.0	5.9	4.7	2.0	1.1	2.4	24.
States	'54	21.8	7.5	1.8	6.3	1.9	1.5	14.5	3.4	1.2	4.9	3.6	2.3	1.2	2.1	25.
Hawaii		18.7	11.4	4.5	11.1	.4	1600	15.8	3.4	1.8	1.8	1.3	2.2	.7	2.1	24.8
Alaska		23.4	17.6	5.6	11.1	_	_	12.0	3.5	.9	9.4	6.2	1.6	.6	5.6	2.5
British Colum	nbia	21.4	11.7	4.6	1.4	-	-	4.6	5.1	.2	2.3	4.0	.4	.1	1.9	42.3

vestment per domestic customer in appliances, radio and television, we find that the average home in the West has an investment of \$984.64 in terms of present day replacement values. The figure is \$1,029.30 in the Intermountain area, slightly lower on the Pacific Coast. When this figure is related to kw-hr. use, we find that for every \$1 invested, about 3.6 kw-hrs, were used annually.

ww.hrs. were used annually.

When the \$108.95 spent per home last year is related to the increase in kw.-hr. use for the year, we find that each dollar of new expenditure accounts about 1½ additional kw.-hr. on the annual bill, suggesting that rather more than one half the appliances purchased are replacements. This checks nicely when the increase for last year in average home investment, which is about \$61 over the comparable figure of last year, is checked against the year's appliance expenditure per domestic customer, which is something less than double the amount.

Dealers Average \$58,000 Business

It is possible to say with accuracy that there is no great change in the number of dealers serving the western area. The figures for this year are 2.1 percent above those of last year for the region as a whole. The num-

TABLE III. AVERAGE 1955 SATURATION IN THE WEST

	Refrig- erator	Range	Water Heater	Home Freezer	Room Air Condi- tioner	Dehumid- ifier	Evap- orative Cooler	Auto- matic Washer	Con- ventional Washer	Irener	Dryer	Vacuum Cleaner	Dish Washer	Food Waste Units	Radio	Tele- vision
Washington	93	81	73	16	2	.5	3	29.3	61.7	14	17	81	6	3.1	94	62
Oregon	96	77	73	19	.12	-	_	44	52	8	21	74	4	.6	97	60.4
California	87.1	15	6.7	16.2	2.4	_	15.3	41.8	39.3	11	7.5	58	5.7	7.4	98.3	77.3
Pacific Coast	88.8	31.6	23	16.4	2	.05	11.7	40.7	44.1	10.3	10.2	62.9	5.5	6.1	97.6	71.5
Montana	88.2	44.4	35.1	42.9	2	.5	.4	22	60.4	10.3	23.2	67.7	3.1	2.3	96.5	13.4
Idaho	97.3	80.1	77.8	29.2	2.3	2	3.3	33.5	64.9	19.1	24	94.5	5	2.2	98.9	44.4
Wyoming	90.4	32.8	6	17.8	.8	-	.6	31.7	59.6	7.1	6.8	86.9	3.5	3.5	100	44.6
Colorado	93.1	16.4	9.98	17.9	4.9	-	11.2	33.2	49.9	11.9	10	73.4	7.3	8.1	96.6	69.3
New Mexico	98.2	29.2	19.8	21.3	3.2	-	80.5	30	60	3	2.4	80	4.2	2	90	74.5
Arizona	92.6	13.5	9.3	12.2	6.7	.2	84.2	36.7	55.5	12.2	4.2	63.8	9.1	10.4	97.8	71.3
Utah	89	52.8	30.3	16.6	2.8	1.1	12.3	33	60.4	10.2	10	85.3	4.4	3.2	98.8	74.8
Nevada	83.5	59.1	53	10.6	9.7	2	92.8	42	63.8	38	28.7	85.3	18.9	18.8	88.2	37.7
Intermountain	92.1	34.7	25.4	20.4	4.1	.7	31.7	32.9	57.2	12.7	12.1	76.4	6.4	6.1	96.8	59.3
11 '55	89.5	32.2	23.2	17.2	2.4	1	15.6	39.2	46.7	10.8	10.6	65.5	5.7	6.1	97.4	69.4
West. States '54	87	31	23	13	2	-	18	34	54	13	6	83	4	6	98	57
Hawaii	85	41	40	19	4	-	-	43	50	13	3	49	5	5.4	95	58
Alaska	76.3	62.9	4.1	7.2	-		-	5.8	85	5.8	5.8	80.8	2.9	1.5	91.6	4.8
Brit. Columbia	79	43	30	5	-	-	-	11	74.8	4	3	84	.8	.4	100	54

ber is reported as slightly lower in Oregon, Wyoming and Utah. Both Hawaii and Alaska report a considerable increase in dealer ranks (25 percent and 32 percent respectively). Hawaii at least can credit some of this activity to the fact that television has become an important factor in selling for the first time during this past year. In Alaska television is still of minor importance.

The number of domestic customers per dealer varied considerably as between states, chiefly because of the differing types of stores included. The average dealer on the Pacific Coast had 661 customers to serve (in California this was 805) and did a business amounting to about \$71,000 last year. For the eleven western states, the number of customers per dealer averaged 528, and the average volume of dealer business for the year was about \$59,000. In both Hawaii and Alaska the amount of business available to the individual average dealer

Pattern Of Selling Changes

was considerably less-about \$39,000

in Hawaii and \$19,000 in Alaska.

The pattern of selling varies from section to section. Where ranges and water heaters are major items, the other appliances of necessity take on a somewhat lesser importance. Evap-

orative coolers are of major importance in Arizona and southern Ne-As between this year and last, television has held its lead as the item of major importance to dealer income. Washing machines, automatic and conventional together, rank second in most sections, while refrigerators are almost equally important, although slightly under last year in percent of total sales volume. Ironers have dropped slightly in importance and dryers are markedly up. A remarkable figure is the extent to which television has dominated British Columbia sales during the past year. Ironers, dishwashers and food waste units have hardly made a start in that area, although sales of both latter appliances were up markedly.

Refrigerator Sales Up

Although it would appear from both the "dollars spent per customer" and the "pattern of sales" tables that refrigerators had dropped slightly in importance during the past year, when figures are compared solely from those companies reporting for both 1954 and 1955, it is found that actual sales volume was up about 21 percent. Utah and British Columbia are the only two areas reporting a drop in volume. About 406,690 refrigerators were sold in the territories of all com-

panies of the 11 western states included in this report and another 33,-210 in Hawaii, Alaska and British Columbia. This amounted to a total business of \$138,500,000, of which better than half was done in California. The average expenditure per home for this appliance was \$20.48, highest figures being reported from New Mexico, British Columbia, Nevada, Colorado, Oregon and Arizona, in that order. New Mexico reported the highest percentage of customers buying (9.8 percent), with British Columbia and Nevada not far behind. In the area as a whole, 6.2 percent of all domestic customers bought refrigerators.

Saturation figures were modified slightly downward by some of the companies, but the average for the eleven western states now stands at 89.5 percent, which is 4.5 percent above the 85 percent average reported last year. Average investment per home was increased by \$14.18 and now stands at \$281.93. Comparable figures for Hawaii, Alaska and British Columbia were: \$267.75, \$239.35 and \$247.85 in that order. The two companies reporting refrigerator sales from Alaska indicate an expenditure of about \$10.24 per domestic customer. Average price of refrigerators sold during 1955 was about \$10 above that

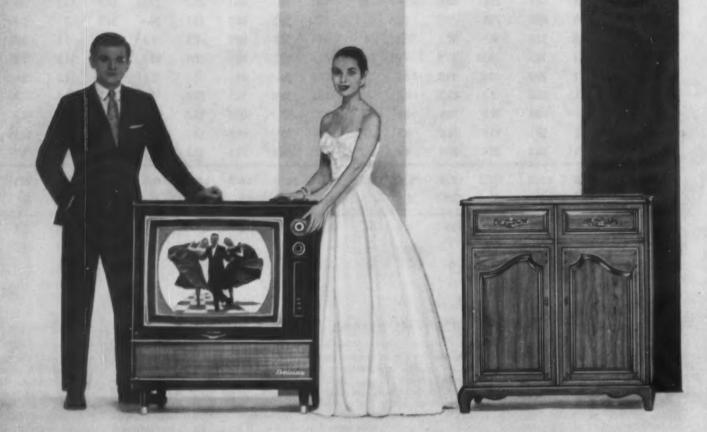
of 1954—and this appliance accounted for about 18.8 percent of the average dealer's business, second only to television in importance in many areas, exceeding it in a few, and a close third when both washing machine types are lumped together. Refrigerators are owned by 5,551,650 homes in the West, leaving 652,733 homes without. With the new sales points in the 1956 models of this appliance, dealers are out to reduce this latter figure and to replace a larger volume of the refrigerators now in use.

Range Sales Up

Electric range sales during 1955 were 32 percent above those reported in 1954 in the eleven western states. About 3.4 percent of customers bought ranges in the entire territory. Oregon was again high, with 9.2 percent of customers buying. The states of Washington, Idaho and Nevada were not far behind with better than 6 percent of customers buying. California and Arizona were low, each with less than 2 percent making range purchases. Total of ranges sold in the eleven western states was better than 211,000, at a figure of \$41,724,500. Average price of ranges sold was about \$8 above that of last year.

Hawaii reports a slight drop in (Continued on page 272)

This is the year of BIG COLOR TV



Now you can sell RCA VICTOR BIG COLOR

1. Director 21 (21CT662) 2 speakers. Mahogany or blond tropical hardwood finishes. \$895.

2. Gainsborough 21 (21CT664) 3-speaker Panoramic Sound. Natural walnut or maple, solids and veneers. \$995.

- * FIRST AND ONLY COLOR TV LINE
- * ALL WITH A FULL 250 SQUARE INCHES OF VIEWABLE PICTURE
- * NEW LOW PRICES
- * MORE COLOR SHOWS THAN EVER
- * POWERFUL NEW ADVERTISING
- * BIGGEST PROFIT OPPORTUNITY YOU'VE EVER HAD

Now your customers can choose from five fabulous RCA Victor Big Color TV sets in a wide choice of finishes—table model, consolette, open-face and full-door consoles! Starting at a new low price—\$695!

Demonstrate Big Color TV day and night! All kinds of shows will be colorcast—something for every customer. Invite them in to see a color show—let them see for themselves what a wonderful difference Big Color makes in TV pleasure. Remind them that RCA pioneered

and developed Compatible Color television.

SEE ANNOUNCEMENT AD DISPLAYING THESE SETS IN FULL COLOR IN LIFE, JANUARY 23

This exciting double-spread will tell millions of Life readers about the new RCA Victor Big Color TV line. More millions who tune in to see the repeat performance of TV's top show of 1955—"Peter Pan," with Mary Martin—will see and hear all about the great new Big Color TV styles. Over 65,000,000 people watched this great production last year—greatest audience



TV in 5 exciting styles, from \$695

3. Seville 21 (21CT661). Mahogany or blond tropical hardwood finishes. \$795. 4. Cheltenham 21 (21CT663) 3-speaker Panoramic Sound. Mahogany finish with special figured doors, or birch finish. \$995.

5. Haviland 21 (21CT660). Mahogany grained or limed oak grained finishes, \$695.

in TV history! Even more will watch this year. Make a date to see it-and invite your customers, too-on "Producers' Showcase," Monday, January 9th, on NBC-TV at 7:30 PM, E.S.T.

This is the year of Big Color TV! Here's your big chance for greater profits. Don't miss out. Make this your big year with RCA Victor Big Color TV!

At your service! You can offer your Color TV purchasers the RCA Victor Factory Service Contract (optional, extra). Their Big Color TV set will be installed and serviced by RCA's own technicians.

See the new RCA Victor Big Color and "Big Change" Black & White TV lines at the CHICAGO HOME FURNISHINGS MARKET Opening January 9th at the Furniture Mart-Space 539-A and 540-A and the Merchandise Mart-Space 11-111

See Milton Berle, Martha Raye alternately on NBC-TV on 2 out of every 3 Tuesdays. And don't miss NBC-TV's spectacular "Producers' Showcase" production of "Peter Pan" in RCA Compatible Color or Black-and-White, Monday, Jan. 9.

Manufacturer's nationally advertised UHF-VHF list prices shown, auhiert to change.

FIRST IN BLACK-AND-WHITE TELEVISION FIRST IN COMPATIBLE COLOR TELEVISION

Appliance Markets by Regions

Appliance sales in territories served by 254 utilities rise 12 percent. Biggest gain, 53.85 percent, was made by dryers, say power companies. Other leaders were dishwashers, disposers, air conditioners. Reports cover 80 percent of nation's wired homes

A PPLIANCE sales in 1955 rose
12.13 percent over 1954, according to ELECTRICAL MERCHANDISING's twelfth annual utility survey of appliance, radio and television sales. Increases were registered on every product with the exception of ironers.

On the national summary table opposite, unit sales of appliances by regions are given in sales per 1,000 customers served by the reporting utility. On succeeding pages are the actual sales of major appliances, radio and television for each utility and region.

In the 1955 survey, 254 utilities reported (compared with 218 in 1954). These companies serve 36,755,238 customers—79.9 percent of the estimated 46,000,000 wired homes in the country.

The reports show the number of customers served by each utility com-

pany, the annual kw.-hr. consumption per meter, the estimated unit sales of appliances in their respective areas, the number of dealers serving their territory and the merchandising plans of the utility.

The study reveals that during 1955, unit sales were up—from 4.39 to 53.85 percent—on every item except ironers, which dropped 25 percent. The largest gain (53.85 percent) was in dryers while the smallest increase (4.39 percent) was marked up by television.

Regionally, the west south central apparently scored the best among the nine regions. The area led or tied appliance sales per thousand on six items—freezers, air conditioners, washers, dishwashers (tied), disposers (tied), and television. In second place was the south Atlantic region, which led in per thousand sales of refrigerators, ranges, water heaters, and tied for

first in dishwasher sales.

The east north central was first in per thousand sales of vacuum cleaners and radios. The Pacific region led in dryer sales and tied with the west south central in disposer sales per thousand.

Sales in 1955

Refrigerators. A 6.76 percent increase in refrigerator sales was reported by the 175 utilities covered in the study. Projected nationally, refrigerator sales would be 3,634,000, compared to 3,314,273 in 1954. Five regions—the east north central, the west north central, the east south central, and the west south central—were above the national average of 79 sales per thousand.

Electric Ranges. Reports from 198 utilities show that range sales were up 14.81 percent nationally. The 1955 projected total of 1,407,600 compares with the preceding year's 1,209,262. The average sales per thousand were 31 and this figure was topped in the south atlantic, east south central, mountain, and Pacific regions. The 31-per-thousand average was up from 1954's 27 per thousand. Water Heaters. A 1955 increase of

Water Heaters. A 1955 increase of 15.38 percent was registered for water heaters on the basis of reports from 194 companies. The average sales per thousand were 15, up from 13 per thousand last year. Projected nationally, sales would be 703,800 in 1955 and 582,237 in 1954. Above average sales were experienced in the south Atlantic, east south central, and mountain regions.

Home Freezers. Based on data from 177 utilities, home freezer sales increased 13.33 percent. Sales per thou-

sand were 17 in 1955, as opposed to 15 per thousand in 1954. Above this national average were the west north central, south Atlantic, east south central, west south central, mountain and Pacific regions. The national projection would be 800,400 sales, compared to 671,812 in 1954.

Room Air Conditioners. Among the sales increases, the second biggest percentage jump—22.22 percent—was registered by air conditioners. (The increase in 1954 over 1953 was also 22 percent.) Per thousand sales were 33 in 1955 compared to 27 per thousand during 1954. With 154 utilities reporting, the projected national sales would be 1,518,000, up from last year's estimate of 1,209,262. Regions which topped the average per-thousand sales figure were the middle Atlantic, the west north central, the south Atlantic, the east south central, and the west south central (with a whopping 72 per thousand.)

Washers. Sales of washers increased 14.71 percent, according to the figures of 170 power companies. Sales were 78 per thousand compared to 63 per thousand in 1954. Nationally, this means the sale of 3,592,600 washers in 1955, as against 3,045,548 in 1954. The south Atlantic, east south central, west south central, mountain, and Pacific regions were above the U. S. average.

Ironers. Dropping steadily are ironer sales—from 5 per thousand in 1953 to 4 per thousand in 1954 to 3 per thousand in 1955. Projected sales would be 133,400 or 25 percent below 1954's 179,150. The only region to report an increase was the west north central where 7 units were

(Continued on page 256)

NUMBER OF DEALERS

(1955 Figures from 170 Cos.)

No.	Cos.	Dec. 1955	Dec. 1954	% Change
18	New England	3,592	3,640	-1.32
21	Middle Atlantic	16,032	16,225	-1.19
25	East North Central	14,555	14,566	08
20	West North Central	8,988	8,883	+1.18
17	South Atlantic	9,832	9,831	+ .01
10	East South Central.	3,343	3,394	-1.50
17	West South Central	7,016	6,586	+6.53
18	Mountain	2,877	2,785	+3.30
33	Pacific	7,299	7,182	+1.63
179	Total	.73,534	73,092	+ .60

UTILITY MERCHANDISING

(Plans for 1956)

	Will	Not
New England	19	3
Middle Atlantic	10	11
East North Central .	17	13
West North Central.	18	9
South Atlantic	9	11
East South Central	3	9
West South Central.	6	14
Mountain		49
Pacific	1	39
Total(36	91	158

Electrical Appliance Market Data—NATIONAL SUMMARY

STATE	NUMBER OF REPORTING	(ESTIMATED) CUSTOMERS (Domestic & Rural)			ESTI	MATED	UNIT SA	LES OF	APPLIA	NCES, R	ADIO,	TV IN 19	55 PER	1,000	CUSTO	OMERS	NUMBER OF DEALERS	UTILITY	PLAN PLAN MER- DISING
	UTILITIES	Dec. 31, 1955	Refrig- erators	Ranges	Water Heaters	Freezen	Room Air Condi- tioners	Auto. Washers	Conv. Washers	Ironers	Dryan	Vacuum Cleaners		Food Wasta Dis- posers	Radio Sets	Yele- vision Sets	SERVING TERRITORY		Will Not
Maine	3	239,040	45	20	20	5	3	26	21	.5	6	15	1	.9	54	4+	459	2	1
New Hampshire	2 2	132,100 77,547	51	27	99	4	8	47	5	1	16	5	3	1	**	* *	999 150	1	1
Massachusetts	9	1,387,869	63	31	9	4	11	47		.9	13	27	4	3	76	90	1,910		1
Rhode Island	5	73,300 623,722	33 62	50 30	23	8	19	33 52	15	4	17	35	10	6	120	122	125 932	4	**
New England	23	2,533,578	60	30	13	5	13	47	11	2	14	26	5	3	80	98	3,798	19	3
New York	7 4	4,721,170 1,572,343	66 64	13	31	5 11	51 16	49 52	7 20	.7	12	66	4 7	5	99	71	6,368 2,590	3	4 3
Pennsylvania	10	2,786,475	77	29	14	17	23	59	39	3	25	38	5	3	148	155	7,074	6	4
Middle Atlantic	21	9,079,988	70	80	9	10	39	53	20	1	17	60	5	4	109	103	16,032	10	11
Ohio	9	2,278,661	83	35	15	10	13	56	31	5	36	50	6	9	155	127	4,336	3	6
Indiana	5	782,451	78	40	32	20	33	41	19	2	50	23	7	7	49	78	1,887	3 9	2 9
Illinois	7	1,951,517	97	14	18	11	33 15	47	8->	8	12	140	6	14	38	140	2,948 3,471	4	3
Wisconsin	5	750,426	43	28	88	16	9	37	13	3	28	49	4	5	194	41	2,615	5	11
East North Central	30	7,598,397	82	30	15	14	20	4	15->	4	26	70	5	9	159	114	15,257	17	13
41		400 100	40	01	14	0.4		20	0.4		90	90			20	00	0.045	1	
Minnesota	8	692,100 561,120	68 71	21	16	14	11	30	17	5	23	29	3	4	39 75	98	2,265	5	1
Missouri	8	883,017	104	29	9	24	61	46	25	7	24	37	8 7	9	78	261	2,256	4	4
North Dekote	1 2	41,000 49,900	68	51 46	56 28	90	18	11	13	5	73	17 37	6	6 7	32	130	500 457	2	1
Nebraska	9	180,300	70	38	7	15	70	57	38	**	26	**	3	3	55	108	725	1	1
Kansas		323,350	76	33	4	53	63	71	25	6	29	23	4	7	**	174	1,125	2	8
West North Central	27	2,730,787	82	30	14	22	40	43	94	7	27	29	6	6	50	167	9,546	18	9
Delaware	1 3	66,400	38	1B 24	12 15	8	15	45	15	4	9	38	8 6	2 7	38 64	45 67	115 485	1 2	
Maryland	1	617,505 286,962	146	34	4	15	71	79	17	2	38	72	17	22	204	246	300		- 1
Virginia	9	981,000		69	37	11				**	20	**		11	::	**	3,050	2.1	5
West Virginia	2 2	918,634 863,370	79	73	52	14	3 9	33 52	27	.8	17	5-4	2 4	2	107	86	2,692	2	1
South Carolina	1	140,000	160	56	61	24	43	88	11	11	10	**	21	14	**	100	232	**	1
Georgia	3 5	582,530 863,890	139	73 63	28 59	16	40	61	18	.9	10	19	28	5 4	159	150	2,324	2	4
South Atlantic	20	4,620,291	109	53	36	27	36		21->-	2	13	40	12	7	97	93	9,832	9	11
Kentucky	3	422,767	109	58	23	37 28	100	38 53	82 24	2	13	19 46	3 9	3	79 59	140	1,123	1	9
Tennessee	6	398,396 492,969	83	54 51	17	21	31	60	36	.7	7	31	4	8	77	136	1,925	1	
Mississippi	8	221,220	68	16	2	18	28	20	6	.6	3	**	2	.6	43	44	720	1	1
East South Central	12	1,535,352	83	48	22	25	48	47	35	1	10	32	5	4	71	193	3,648	3	9
Arkansas	2	271,192	79	18	2	29	37	46	27		5			**		228	1,200	1	1
Louisiana	4	557,600	100	11	. 4	45	60	64	35	2	0	18	8	4	197	149	1,614	1	3
Oklahoma	12	454,620 1,821,119	93	19	.6	13 36	45 90	49 81	19	3 2	13	33	14	10	102	165	1,130 3,506	4	2
West South Central		3,104,531	90	22	4	33	73	73	23	2	11	28	12	10	97	171	7,450	6	14
Montana	9	133,856	67	48	14	32	2	75	7	4	48	21	11		39	86	572		9
deho	5 5	116,528 27,120	75 68	66 43	73	44	6	48	19	5	40 30	25 21	6	5 6	62	185 73	91 91	2 3	2
Colorado	13	352,996	89	38	11	22	9	79	33	7	31	21	3	18	42	112	765	3	. 9
New Mexico	6	90,728	84	31 13	7 5	13	12	83 55	16 32	7	11	12	6	6	51 69	162	155 758	**	5
Utah	10	200,086	54	53	27	19	4	54	23	9	24	69	6	7	71	91	819	**	9
Nevada	6	57,385	67	55	23	9	7	92	42	11	17	31	8	12	44	28	156	* **	.6
Mountain	60	1,196,416	77	40	20	23	9	67	27	6	26	37	7	7	61	113	4,145		49
Washington	17	689,629	61	66	49	21	.6	61	14	4	48	75	10	4	76	00	1,505	**	16
Oregon	16	516,619 3,806,657	85 61	92 18	45 5	13	7	120	18	6	18	65	7	13	93	138	1,493 4,682	1	15
Pacific	41	5,012,898	65	32	15	19	6	72	20	4	32	68		10	95	116	7,680	1	39
UNITED STATES	254	36,755,238	79	31	15	17	33	4	78->	3	20	49	7	7	106	119	77,390	91	158
			(175)	(198)	(194)	(177)	(154)	(170)	(151)	(187)	(117)	(160)	(147)	(114)	(153)	(234)		
Alaska	6	26,685	33	29	20	12		20	10	2	10	31	3	3	79	10	60	1	5
British Columbia	3 4	281,143 99,887	95 56	61 40	35	5 26	1	24 55	49	1 8	14	63	2 7	.8	63	102	463 249	2	2

Appliance Markets by Regions

CONTINUED FROM PAGE 255-





EXHIBIT BOOTH 468-470

National Housewares Show, Jan. 19-26 CHICAGO, NAVY PIER

and Hear About the

SENSATIONAL NEW **MERCHANDISING** PROMOTIONS for 1956

Featuring Amazing Values In Fully Automatic "EMPIRE" **Electric Percolators**

THE METAL WARE CORP.

sold per thousand customers. The statistics are based on the answers of 151 utilities.

Dryers. Big gainer in 1955 was the dryer with a 53.85 percent increase, according to the data from 187 companies. Over-all sales would be 933,-800 in 1955, compared to 582,237 in 1954. Whereas 12 per thousands 1954. Whereas 13 per thousand were sold in 1954, 1955 saw a 20-per-thousand sales clip. Above this national average were the east north central, west north central, mountain, and Pacific regions.

Vacuum Cleaners. With sales running 49 per thousand customers, vacuum cleaners were up 11.36 percent from 1954. The 1954 average was 44 per thousand. Projected national sales in 1955 would be 2,258,600, compared to 1,970,649 in the preceding year. Higher-than-average sales were recorded in the middle Atlantic, east north central, and Pacific regions. In all, 117 utilities reported.

Dishwashers. The third biggest

gain in the industry was recorded by dishwashers with a 16.67 percent jump over 1954. The appliance sold at a rate of 7 per thousand customers, as opposed to 6 per thousand in 1954 (and 5 per thousand in 1953.) Projected sales in 1955 would be 308,200, compared to 264,246 in 1954. Of the 160 utilities reporting, the companies in the south Atlantic, west south central, and Pacific areas averaged higher than the national 7 sales per thou-

Food Waste Disposers. Running neck and neck with dishwashers, disposers also scored a 16.67 percent increase over last year. Average sales per thousand are also the same as dishwashers. Regions ahead of this 7-per-thousand average were the east north central, the west south central, and the Pacific. The projected total would be 326,600 sales in 1955 and 291,118 in 1954. Reports received from 147 utilities were used in

the compilation of these estimates.

Radio. Rebounding from the 1954 drop, radios scored a 15.22 percent increase in 1955. Sales were 106 per thousand, as opposed to 92 per thousand in the previous year. Projected nationally, sales would total 4,885,200 in 1955, compared to 4,120,448 in 1954. According to reports from 114 utilities, only the east north central and the middle Atlantic areas topped the national average of sales per thousand.

Television. While the percentage of increase was only 4.39 percent, the actual unit growth (368,228) was larger than the total output of some of the smaller saturation appliances. The projected total of 5,474,000 sales is probably conservative, but shows a definite gain over 1954's sum of 5,105,772 sales. Sets were sold at a rate of 119 per thousand consumers in 1955. This is an increase from the preceding year's 114 average. With 153 utility firms reporting, above-average sales were recorded in the west north central, the east south central, and the west south central.

Dealers Increase Slightly

The number of dealers is up slightly, according to the reports of 179 utilities. These companies report 73,534 dealers in their areas as of December, 1955, compared to 73,092 appliance retailers in December, 1954. This is retailers in December, 1954. a gain of 0.6 percent. The biggest gain was in the west south central while in four of the nine regions, the number of dealers declined.

Virtually the same number of utilities announced merchandising plans for 1956 as in 1955. This year's summary contains 31 more utilities, how-Since most of the new panies are non-merchandising utilities, the ratio is now almost two to one in favor of the non-merchandising



"HE SAYS, SURE . . . WE GOT THE RIGHT PLACE."

IMAGINE! THE FAMOUS GENERAL ELECTRIC C-3 "ROLL-AROUND" VACUUM CLEANER



That's only part of the story because...

BOTH GENERAL ELECTRIC VARIANTE NOW AT SENSATIONA

THE 1956 PRICE LEADER!

THE FAMOUS

"ROLL-AROUND"

VACUUM CLEANER

now \$ 4 Conly

95*

Not a "special"! Not a "was-is"! Not a "limited time offer"! But the famous, top-selling C-3

COMPLETE WITH ATTACHMENTS

*Manufacturer's recommended retail or Fair Trade price.











STORES EASILY!

C VACUUM CLEANER MODELS ONALLY NEW LOW PRICES!

BIGGEST CLEANER VALUE FOR 1956!

THE NEW

"ROLL-EASY"

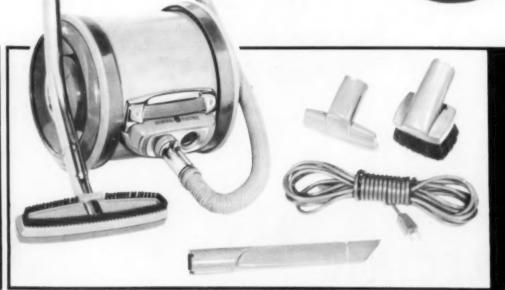
VACUUM CLEANER

now \$ 6

69

95^{*}

COMPLETE WITH ATTACHMENTS!



TS

ORES

THE ONLY CLEANER YOU NEVER HAVE TO LIFT!



Rolls anywhere easily —

HOLD

HERE'S MOD

IN 1956, G-E VACUUM CLEANER ADVERTISING GOES

EVERYMHERE

BIG CITIES, METROPOLITAN AREAS with

- * MAGAZINES
- * SUNDAY SUPPLEMENTS
- * LOCAL ADVERTISING CAMPAIGNS and
- * NATIONAL TELEVISION

CBS-TV - Wednesday night - 10:00 - 11:00 PM EST

Here's the answer to in-home demonstration—reaching over 20,000,000 each show! Only G-E Cleaners give you big-time network TV!



H(sir

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SMALL TOWNS, FARM AREAS with

- * SMALL TOWN MAGAZINES
- * FARM PUBLICATIONS
- * LOCAL ADVERTISING CAMPAIGNS and
- * TV



Vacuum Cleaner Department
Housewares and Radio Receiver Division
Bridgeport 2, Connecticut

Progress Is Our Most Important Product

GENERAL



ELECTRIC

HOT? You bet this new Nesco Cookryte Automatic Electric Sauce Pan is the hottest idea since the introduction of the now-famous NESCO Electric Frying Pan! Here's another important Nesco product FIRST that means important profits for dealers who feature NESCO-one of the most Retail-Minded manufacturers in the industry! "See us at the National Housewares Show at booth Nos. 673-679 Navy Pier, Chicago, January 19 through the 26th for HOT DEALS on the Nesco Cookryte Sauce Pan!"

NESCO COOKRYTE

A Nesco exclusive! Cooks everything to delicious perfection because of precise temperature control—just set Nescontrol dial. Time-Temp Guideon handle takes guesswork out of cooking. Silicone-treated cooking surface prevents foods from burning or sticking—easy to clean. Available in both 2- and 4-quart sizes, 2-qt. size, including matching cover, retails profitably at \$27.95. SEE YOUR NESCO DISTRIBUTOR NOW!

ADS THAT SELL!

Millions of consumers—including your best local prospects—will see and be sold by powerful, full-color ads featuring the new Nesco Cookryte Automatic Electric Sauce Pan—in April and May issues of The Saturday Evening Post, Ladies' Home Journal and Good Housekeeping! Get set to profit with this big-impact national advertising!

You're always RYTE with

EXECUTIVE OFFICES: GRANITE CITY, ILLINOIS

Kitchen Aid

Not only is there a Kitchen Aid Dishwasher to exactly fit any type of kitchen, but the beautiful new decorator styled Kitchen Aid dishwashers blend right in with any kitchen decorating theme.

The KD-11 undercounter model is available in glistening Stainless Steel, glowing Antique Copper, gleaming All-White Enamel finish or, by making special arrangements, any color the lady of the house desires. The free-standing Model KD-21 and the combination sink-dishwasher Model KD-31 are available in the sparkling All-White Enamel finish that fits like a jewel in any setting...the built-in counter-height Model 41 in White, Stainless or Copper.

There are eight models in the complete Kitchen Aid line, including the gravity drain, pump-out, counter-height with base cabinet and portable models—one that is just right for any kitchen. All have the exclusive Hobart revolving wash system that power washes and rinses far better than splasher or deflector type sprays. A complete dinner service, including pots and pans, soup ladles,



salad servers and silverware, can be handled in one wash. No need to pre-rinse! A separate electric hot air blower fan dries every piece to sparkling perfection.

The new, exclusive Hobart dual-strainer system absolutely prevents food particles from spraying back on the dishes, and the sanitary, circular sump is entirely self-cleaning.

The KitchenAid line is a profit line for you, built and backed by Hobart, one of the most respected names in the appliance business. For information, write KitchenAid, Dept. KEM, The Hobart Manufacturing Co., Troy, Ohio. In Canada: 175 George St., Toronto 2.

the "buy word" in quality, styling and performance

KitchenAid has been the finest made for as long as the KitchenAid line has been manufactured. And now you can add a terrific plus to your own sales picture, for the KitchenAid Food Preparer now comes in beautiful decorator style pastel shades that match or blend with any kitchen decor.

Beautiful soft shades—Sunny Yellow, Island Green and Petal Pink—offer a choice of colors that can't help but please the tastes of the most exacting housewife. And for real richness to complement the growing trend to "different" kitchen color schemes, Kitchen Aid offers glowing Antique Copper and gleaming Satin Chrome finishes in addition to the sparkling All-White Food Preparer.

And beneath those beautiful new and exciting exteriors lie the powerful mechanism and design that have earned for the KitchenAid Food Preparer over the years the reputation of ... the finest made. Only KitchenAid has all these sales-making features—time-proved Hobart Planetary Action, exclusive with KitchenAid Food Preparers... built-in power to operate all attachments with-



out adapter...convenient "up-front" mixing guide...
Pyrex bowl standard, aluminum slight extra cost.

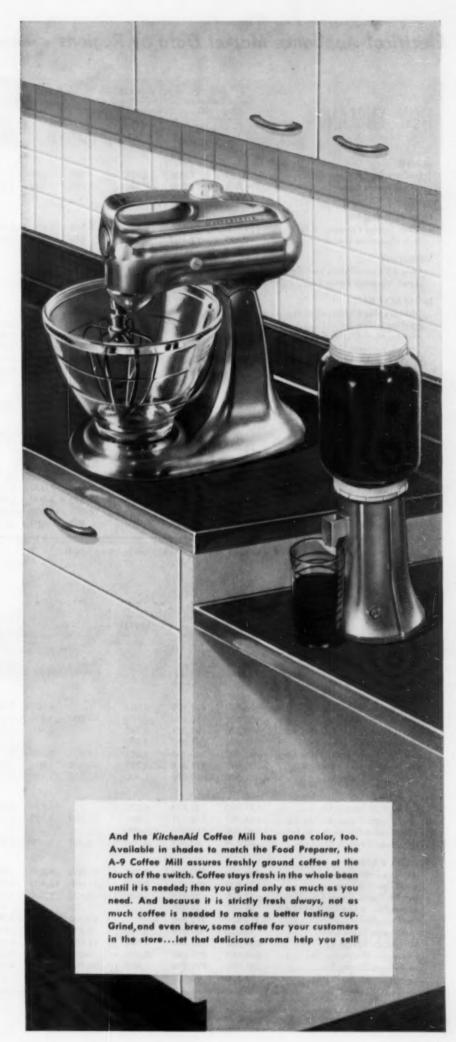
Demonstrate Kitchen Aid. When your customers see the completely different, so much more thorough mixing action...when they see the wonderful attachments in action...you can't miss getting more sales!

KitchenAid.

The Finest Made...by



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines



Electrical Appliance Market Data by Regions (Continued)

NEW ENGLAND	No. of C		Average KW-Hour Consumption			1955 SA	LES O	F ELECT	RICAL A	APPLIAN	NCES (U	NITS)		
NEW ENGLAND	Dec. 31, 1955 (Estimated)	Dec. 31, 1954 (Actual)		Refrig- erators	Ranges	Water Heaters	Freezen	Room Air Condit.	Auto. Washers	Conv. Washers	froners	Dryers	Vacuum Cleanors	Dish- washers
MAINE														
St. Croix Electric Co	1,840	1,826	1,275	200	60	25	20	5	45	120	2	10	35	3
Central Maine Power Co	196,000	193,042	2,500	8,700	3,300	4,000	950		5,000	4,000	100	1,150	3,000	250
Bangor Hydro-Electric Co	41,200	40,531	2,340		*****	*****								
NEW HAMPSHIRE														
Public Service Company of N. H	113,800	112,746	2,360	6,500	3,200	2,400	420	590	5,600			1,800		
New Hampshire Electric Co		17,410	2,320	260	410	500	75	200	600	100	20	300	100	50
VERMONT														
Central Vermont Public Serv. Con	54,847	54,554	2,311											
Green Mountain Power Corp		22,168	2,300	1711717					******				*****	
	22,100	22,108	2,300	dino	******	*****		*****	Y4 -1 - Y				*****	
MASSACHUSETTS														
Fitchburg Gas & Electric Co		15,504	1,810	800	90	75	25	100	300	150	15	75	150	25
Brockton Edison Co		50,972	2,410	2,200	1,500	1,200	600	200	2,000	1,000	300	600	2,000	100
Western Mass. Electric Co		111,108	2,400	*****	4,500	1,610	1,400			*****	****	1,600	*****	*****
Cape & Vineyard Electric Co		35,732	2,249	900	600	500	100	140	600	400	50	300	*****	150
Boston Edison Co		395,558	2,013	26,009	10,870	1,511	1,166	11,000	24,695	3,329	259	5,595	18,679	2,705
New England Electric System		655,500	1,910	46,000	24,000	6,500	1,500	2,000	30,000	5,000	400	9,000	9,000	1,500
Plymouth County Electric Co		26,762	1,440	450	300	150			240	100		75	200	15
Cambridge Electric Light Co	31,470	31,489	1,350			*****								
Lynn Gas & Electric Co	40,728	40,469	1,616	1,800	800	120	30	100	1,000	100	10	140	2,000	100
RHODE ISLAND														
Newport Electric Corp	15,000	14,550	2,710	500	750	350	125	75	500	300	60	250	475	75
Blackstone Valley Gas & Electric		57,747	1,500	200		220					-			
	30,000	21,141	1,200											
CONNECTICUT	00.000	00.074	0.000	6 700	2.000	4 400	1 000	2 500	7 700	1 500	000	0.500	7 000	000
Hartford Electric Light Co		89,971	2,900	5,700	3,000	1,100	1,000	3,500	7,700	1,500	200	2,500	7,000	900 4.000
Connecticut Power Co		86,382	2,980	8,000	2,000	1,500	2,500	4,000	6,000	1,000	1,500	4,000		
Connecticut Light & Power Co		251,414	2,985	10,500	7,000	5,200	1,200	1,500	4,000	3,000	500	2,500	3,500	800
United Illuminating Co		157,951	2,660	14,000	6,500	2,900	1,000	2,700	14,550	3,600	500	2,700	400	750
Housetonic Public Service Co	16,430	16,040	2,040	460	280	75	135	75	385	80	17	17	100	35

^{*} Controls companies throughout New England, majority of which are in Massachusetts.

MIDDLE ATLANTIC	No. of C		Average K-W Hour Consumption			1955 SA	LES O	F ELECTI	RICAL A	PPLIAN	ICES (L	JNITS)		
MIDDLE ATLANTIC	Dec. 31, 1955 (Estimated)	Dec. 31, 1954 (Actual)		Refrig- erators	Ranges	Water Heaters	Freezers	Room Air Condit,	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- washers
NEW YORK														
Long Island Lighting Co	436,540	407,195	2,603		8,000	2,500					*****			
Rochester Gas & Electric Corp	165,276	160,350	2,622	10,000	4,800	1,650	1,780	2,100	12,000	1,900	380	5,100	4,200	900
Central Hudson Gas & Elec. Corp	100,300	97,311	2,540		2,600	1,800		*****	*****			1,300		
Rockland Light & Power Co	43,855	41,590	2,000			*****		*****						*****
New York State Electric & Gas Corp.	367,000	356,765	2,863	18,400	8,500	5,300	5,600	1,100	14,000			9,000		
Niagara-Mohawk Power Corp	896,699	871,416	2,759	56,478	21,604	6,968	6,092	8,408	45,356	19,144	1,600	20,290	17,602	4,204
Consolidated Edison Co	2,711,500	2,652,000	1,450	187,000	15,700	2,000	6,800	201,300	133,000	5,000	550	15,500	225,800	10,800
NEW IERSEY														
Atlantic City Electric Co	157,000	150,834	3,000		6,500	6,000	2,200	2,100				2,500		
Jersey Central Power & Light Co	188,709	178,531	2,641	13,000	5,200	5,700	1,700	4,100	11,400	3,700	350	3,000	7,000	1,700
Public Service Electric & Gas Co	1,140,000	1,112,000	1,890							ARREST				
New Jersey Power & Light Co	86,634	83,803	2,964	4,500	3,100	1,800	700	615	3,000		150	900		250
PENNSYLVANIA														
Duquesne Light Co	395,700	387,662	2,381	43,000	9,200	900	7,000	6,700	33,500	30,000	2,100	12,000	22,500	2,500
Penna. Power & Light Co	503,500	493,281	2,598	35,000	18,500	12,000	11,500	7,000	27,000	20,000	1,300	11,500		2,000
Northern Penna. Power Co	33,605	32,919	3,026	2,500	1,300	1,200	1,100	200	1,300	1,200	100	1,000		100
Luzerne Elec. & Gas Div., U.G.I. Co.	38,700	38,300		2,000	400	450	300		300	200	50	100	1,500	100
West Penn Power Co	319,250	312,946		20,000	7,500	5,000	4,800	1,600	9,500	14,500	900	9,000	6,400	575
Pennsylvania Power Co	72,070	69,058	3,190	4,800	2,660	1,020	1,500	450	4,000	2,800	280	3,370	1,340	160
Metropolitan Edison Co	204,000	196,865	3,040	12,000	7,400	4,800	3,900	****				5,000		
Philadelphia Electric Co. Sys	835,100	813,090	2,606	74,000	21,000	9,200	11,000	38,000	58,000	13,000		16,000		5,900
Pennsylvania Electric Co	301,000	297,299	2,465	20,700	10,500	4,100	6,000	1,600	14,500	15,000	700	10,600		850
Screnton Electric Service Co	83,550	83,363	1,890	1,110	1,900	730								

¹ Company employees only. ² Limited to commercial office sales floors.

							- 1	PRESEN	SATU	RATIO	N (Perci	ent)							
Food Weste Disposers	Radio	Tele- vision	Rafrig- erators	Ranges	Water Heaters	Freezens	Room Air Condit.	Auto. Weshers	Conv. Washers	froners	Dryers	Vacuum Cleaners	Dish- washers	Food Waste Disposers	Redio	Tele- vision	No. Dealers Serving Territory	Did Co. Merchan- dise in 1955?	Plea to in 19567
5	100	480	95	42	12	7.5	1	25	98		5	100	4	3	100	75	9	Yes	Yes
165	1.00				21.5								-			-	450	Yes	Yes
	*****		*****			*****		*****	*****				*****		******	****		No	No
******	******				****							*****			.,.,.,			110	110
					15			*****									170	Yes	Yes
20			80	52	23	*****	****	35	60	****	*****	80		*****	******		52	Yes	Yes
																	70	Yes	Yes
		******									*****	*****	****	2	*****	****	70	No	
*****			*****											*****	******		80	140	No
25	450	1,300	90	5	6	4	3	40	60	1.2	2	90	2	1.5	97	60	18	Yes	Yes
200	3,000	5,000	90	42	20	15	4	40	80	4	8	84	6	4	98	77	95	Yes	Yes
				40.2	8.6	10.1		*****			5.3						154	No	No
50			97	49	26	6.5		27	60	5	5	90	5.5	1.6		70	37	Yes	Yes
2,126	33,251	36,199	89.2	21	5.5	8	7.7	28.5	52	9.7	4.8	63.4	3.9	4.1	100	83.4	485	Yes	Yes
1,200	50,000	60,000	91	26	5	2.5	1	22	52	3.1	4	75	2.6	1.6	100	85	1,000	Yes	Yes
10			96	30	15			20				95	*****				26	Yes	Yes
					*****												50	Yes	Yes
150		******	90	17	5	1	1	28	47	****	.5	77	.5	1	******	****	45	Yes	Yes
60	1,800	1,200	93	54	25	16	2	40	45	4	14	85	6	5	100	85	25	Yes	Yes
*****				****	****		****				****	****	*****	*****	******	* * * *	100	Yes	Ye
800	14,000	16,000	97	38	15	11	7	45	41	13	11	91	13	9	+95	89	95	Yes	Ye
1,500	5,000	10,000	96	38	12	14	7	43	45	8	10	80	7	4	+100	83		Yes	Ye
400			96	33.2	16.5	12	1.6	28	55	8.6	4	86	4.5	1.2	99.8	78	600	Yes	Ye
		17,500	99.5	30.8	12.5	5.4	3.4	47.5	51.9	8.6	4.4		3.7		******	77.3	207	No	
30	385	610	89	61	34	14	4	36	87	3	2	89	7	2	92	13	30	Yes	y.

								PRESENT	SATU	RATIO	N (Perce	ent)				100			
Food Waste Disposers	Radio	Tele- vision	Refrig- erators	Ranges	Water Heaters	Freezen	Room Air Condit.	Auto, Weshers	Conv. Washers	froners	Dryers	Vacuum Cleaners	Dish- weehers	Food Waste Disposers	Redio	Tele- vision	No. Doalars Serving Territory	Did Co. Merchan- dise in 19557	Plan to in 1956
																	***	.,	
		******		18.9	4.8	*****		00.0		144.11	100			*****		1444	350	Yes	Yes
1,400	10,800	6,180	97	23.2	10.7	14.9	3.2	39.8	56.4	2	10.2	90	4.4	5.8	+100	87.7	307	Yes	Ye
				31	18	*****			****		* * * * 1			21111	******	****	286	No	No
****		*****		00.0	420	*****		00			0.2		*+**	2022		700	115	Yes	Ye
4.200	104.000	102.00	92	29.3	13.9	14	1	20		7	8.3	72		3	98	75	1,000	No	No
4,300	104,080	80,506	91	30	13	10	4	32	55	1	9	73	4	3	99	86	2,110	No	No
	257,600	180,000	89.6	3	*****	1	17.8	*****			2.2	*****	1.3	*****	+100	97.6	2,200	No	N
	******			48	34	15					5.5					2.0.0.0	270	No	No
		15,000	95	19	16										95	85	210	No	No
	******	******	92	5	1.5	8.9	11.7	40	32.1	11.2	4.5	85.2	4.2	1.5	+100	100	2,000	Yes	Ye
****	******		95	34	23	6	3	23	50	11	3,4	75		2 + 2 + 7	99	85	110	No	N
1,500	114,000	90,000	98	19	2	9	6	30	75	18	13	91	3	4	+100	95	1,150	No	N
1,500		60,000	94	43	20	18	4	25	69	9	7		4	2		65	1,386	Yest	Y
	1,500	3,700	98	44	27	20	1.7	22			8		3		90	57	155	No	N
150			80	19	9	****									******		70	Yes	Y
550	19,000	25,500	93.5	34.8	17.7	12.5	2.3	21.2	75.8	17.5	13.2	89.8	3.1	3.1	+100	84	900	No	N
160		8,800	92.2	36.3	16.6	13.6	3.5	23.7	71.3	22.6	16.5	70.3	2	2.2		67.8	173	Yes	Y
			95	40	25	16					10				******		550	Yes	Y
		160,000	83	24	12	8	10	← 7		5	7	80	3		+100	95	1,825	Yes	Y
	21,000	33,500	90	39	15	14	1	25		17	12		3		100	73	800	No	N
			89.1	34.1	7.5									*****			65	Yes	Y

ADDITIONAL CHARTS ON PAGE 268

Be the first in town to sell... WORLD'S 1st POWER-DRIVEN HOME ICE CRUSHER! The New Waring Ice-Jet Blendor Attachment

At last! From world-famous WARING comes the appliance that a million BLENDOR owners have been waiting for—a home-sized version of the high-powered ice crushers in commercial use. The WARING ICE-JET attachment is so easy to use and so fast that it turns out fine flakes of ice in seconds. Perfect for making snowballs for the kids, mixed drinks, frappes, chilled desserts and salads. Colorful red cap, white container and grey ice chute complement BLENDOR base. Remember, there is only one power-driven home ice crusher on the market and the handsome new WARING ICE-JET is it!



Three metallic BLENDORS in chrome, copper and brass, fashioned after familiar

700 standard white with black trim.

Three Color-Tone BLENDORS in pink, green and yellow pastel, styled after the popular PB-5 Celebrity in white and grey.

THE MOST COMPLETE BLENDER LINE

IS THE WARING LINE

A selection of 8 models to offer your customers

The right colors, the right designs, and the right prices to steer you right to the biggest volume sales in blender history. And only the WARING BLENDOR line can do this for you, because only WARING has styled a complete line of blenders to add sparkle to any kitchen, bar or den. Prices range from \$38.95 to \$47.95 retail.



Just remove container. Place the ICE-JET attachment on any BLENDOR base, flick the switch, dump in ice and press down the plunger. Finely crushed ice shoots out as fast as you feed the ICE-JET.



By Popular Demand!

New stainless steel heavy duty Blendor container

Here is the new unbreakable attachment so many BLENDOR users have been asking for. This stainless steel clover-leaf container is a natural magnet for replacement traffic.



WARING MIXOR outstyles and outperforms all other hand mixers!

It's the most sensationally successful small appliance in the past couple of years—so radically different, yet so very, very right in the eyes of housewives everywhere. No wonder dealers all over the country have been ordering WARING MIXORS at first sight! It has every feature any woman could ask for. It's light, powerful, versatile and a snap to operate. So downright beautiful in every detail that a woman will buy it just to have it in her kitchen. Once she sees it—once she picks it up—you've got yourself a sale. Whatever you do, don't fail to display the all-new WARING MIXOR with the Comfort-angle handle.



Travel to more sales with WARING DURABILT,

the world's most complete line of folding irons.

These versatile WAR-ING DURABILT irons fold to a compact 2" height for easy packing and storage. They're AC-DC, with snaplock handle and full 22" ironing surface. One year warranty. Price includes cord set and gift box.



The Continental Model 506

The one and only quality dual voltage travel iron made in the U.S.
Use it at home on 115 volts; switch
to 230 volts for use overseas. Has
adaptor plug for certain foreign outlets.

Retail \$12.95



The Companion

Nothing like it for the money. Just $1\frac{1}{2}$ lbs. Heat indicator for rayon, silk, wool, cotton, linen. All the famous DURABIL1 features at only

Retail \$6.95

The AC-DC Fully-Automatic Model 195

Big-value, big-iron features. Thermostatic dial heat control. UL approved. **Retail \$8.95**

WARING PRODUCTS CORP.

A Subsidiary of Dynamics Corporation of America 25 West 43rd St., New York 36, N. Y.

Electrical Appliance Market Data by Regions (Continued)

SOUTH ATLANTIC	No. of Co (Dome		Average KW-Hour Consumption			1955 SA	LES OF	ELECT	RICAL	APPLIAN	NCES (U	INITS)		
DOOTS ATLANTIO	Dec. 31, 1955 (Estimated)	Dec. 31, 1954 (Actuel)		Refrig- erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Weshers	Ironers	Dryers	Vacuum Cleaners	Dish- washers
DELAWARE Delawere Power & Light Co.		40.770	0.770											
(Northern Division)	66,400	63,779	2,778	2,500	1,200	800	500	1,000	3,000	1,000	250	600	2,500	500
MARYLAND Potomac Edison Co Baltimore Gas & Electric Co Delaware Power & Light Co.	132,600 425,000	129,429 408,213	2,110	8,000 48,000	6,500 6,100		1,000			10,000 ,000 →	300 1,300	2,000 4,800	4,000 19,300	300 3,100
(Southern Division)	59,905	56,407	2,220	5,000	2,200	900	1,000	1,200	1,700	800	100	600	750	300
DISTRICT OF COLUMBIA Potomac Electric Power Co	286,962	279,627	2,648	41,952	9,741	1,031	4,220	20,250	22,800	4,740	478	10,950	20,520	4,980
VIRGINIA Appalachian Electric Power Co	406,000	397,812	2,560	******	28,000	14,900	****			******		8,000		
Virginia Electric & Power Co	575,000	546,624	*****	******	*****	*****	****	****	*****			****		
WEST VIRGINIA Wheeling Electric Co Monongahela Power Co	37,643 180,991	37,243 181,184	100	9,700	1,100	320 500	2,500	600	6,000	4,900	210		9,800	310
NORTH CAROLINA Duke Power Co	535,000 328,370	572,000 317,667		25,945	24,000	30,000 15.000	10.000		17,000		250	1,000		1,261
SOUTH CAROLINA South Carolina Electric & Gas Co	140,000	134,669	3,675	22,400	7,900		3,300		12,250			1,400		3,000
GEORGIA Georgia Power & Light Co Georgia Power Co Savannah Electric & Power Co	30,930 503,400 48,200	29,361 482,908 44,875	3,280	3,370 63,778 10,000	1,560 33,960 7,000		1,205 27,500 5,000	660 20,000 2,500	1,555 41,000 5,000	1,630 48,000	25	5,100	200 24,000 3,000	65 16,000 500
FLORIDA Florida Power Corp	161,000	149,689		12,140	-,				7,275	- 8	135		1,880	725
Florida Power & Light Co	433,000	401,177		54,000	30,000	30,000	6,500	30,000	30,000	6,000	300	3,600	10,000	4,000
& Water	95,812 67,678 106,400	90,701 62,621 99,407	3,325	5,800	3,500	2,000	1,950	1,000	2,600				800	250 250

WEST SOUTH	No. of Co		Average KW-Hour Consumption			1955 SA	LES O	F ELECT	RICAL	APPLIAN	NCES (U	NITS)		
CENTRAL	Dec. 31, 1955 (Estimated)	Dec. 31, 1954 (Actuel)		Refrig- erators	Ranges	Water Heaters	Freezers	Room Air Condit,	Auto. Washers	Conv. Wechers	Ironers	Dryers	Vacuum Cicaners	Dish- washers
ARKANSAS														
Arkansas-Missouri Power Co	31,440	20,818	2,500	1,200	600	350	250		400	800		50	*****	150
Arkansas Power & Light Co	239,752	235,285	1,852	18,883	4,235	513	6,925	8,807	11,106	6,373		1,094		
LOUISIANA														
Southwestern Gas & Electric Co	154,700	148,370	2,050	14,337	1,459	274	6,833	8,447	13,597	5,162	288	894	3,120	765
Central La. Electric Co., Inc	75,000	68,926	1,650		800	50		1,200				200	*****	10
New Orleans Public Service, Inc	147,500	144,962	2,353	19,000	600		5,000	16,000	17,000	3,900	265	1,200	3,000	1,500
Louisiana Power & Light Co	180,400	170,617	1,910	15,000	3,000	1,300	10,000	8,000	10,000	8,000	500	2,000		2,000
OKLAHOMA														
Public Service Co. of Oklahoma	184,150	178,740	2,130	13,500	5,600	200	3,500	9,500	7,800	2,000	500	1,600	4,500	2,500
Oklahoma Gas & Electric Co	270,470	262,790	2,010	20,100	3,100	83	2,500	11,000	14,600	8,000		1,950	*****	
TEXAS														
Dellas Power & Light Co	189,000	178,716	3,168	19,000	8,800	120	4,000	31,500	19,500	2,500	500	2,400		6,500
El Paso Electric Co	66,000	62,290	2,600	8,500	2,700	2,500	1,500	1,200				600		500
Houston Lighting & Power Co	353,500	337,042	2,930	35,000	6,000	600	7,000	50,000	30,000	6,000	500	4,000	15,000	3,500
Central Power & Light Co	180,000	169,022	2,060	19,000	3,200	750	4,250	10,750	12,000	8,000	200	1,400		600
*Southwestern Public Service Co	29,865	28,795	17171	2,850	1,125	315	1,025	450	2,950	1,100	185	800		131
Texas Electric Service Co	230,400	220,212	2,440	19,500	5,370	150	7,500	10,000	23,500	4,000	1,070	3,050		1,700
Community Public Service Co	59,500	57,264	2,000			*****			*****			*****	*****	*****
West Texas Utilities Co	78,000	77,230	2,200	5,000	2,000	900	1,400	1,700	3,000		250	200	350	1,000
Gulf States Utilities Co	219,500	209,463	2,376	17,000	6,500	1,050	4,500	9,500	7,450	2,200	300	2,500	4,800	3,100
Texas Power & Light Co	230,380	217,739	1,896		10,000	*****	29,000	29,000				7,600		
Electric Department, City of Austin.	41,600	39,600	2,400	******		*****	****		*****				*****	
City Pub. Serv. Bd., San Antonio	143,374	137,383	2,177	13,000	1,573	300	1,200	10,000	17,000	2,000	300	300	6,000	2,000

								PRESENT	SATU	RATION	d (Perce	ent)							
Food Weste Disposers	Radio	Tele- vision	Refrig- erators	Ranges	Water Heaters	Freezens	Room Air Condit.	Auto. Washers	Conv. Washers	Ironem	Dryen	Vacuum Cleaners		Food Waste Disposers	Radio	Tale- vision	No. Dealers Serving Territory	Did Co. Merchan- dise in 1955?	Plante in 1954
100	2,500	3,000	92	20	10	5	7	90	*****	8	4	90	3	1	98	80	115	Yes	Ye
	26,000		93.5 87.2	48.8 13.8	28.3 6.4	16.5 7.3	2.1 9.5	11.8 - 79	78 2.6 →	5.9 4.2	2.9	45.6	3.3	3.7	+100 90	61.6	260	Yes Yes	Ye
200	5,000	7,000	95	25	719	22	12	23	72	5	6	95	9	4	99	75	225	No	N
6,430	58,400	70,600	99	15.1	2.4	8.4	15.9	20.5	32.4	9.7	7.2	50.8	6.3	8.9	+100	93	300	No	7
*****		******	90	53.2 22	18.9 20.4	****									92		1,250 1,800	No No	77
	12,000	15,500	87.5	25 17.5	6 3.2	4.5	1		82	6.4	10 5.6		1.2	1.8	98	36	56 325	Yes Yes	Y
	35,000	29,316	+100	74 61	49 40	13	1.8		62	1	2	70	1.8	1	+100	15	1,442	Yes No	N
2,000		14,000	95	36	23	9	5	27	26	5	1	****	8	5	95	25	232	No	N
40 2,500 300	2,565	2,500	96.5 92 90	47 47.5 40	30.8 24.6 36	13 27.5 25	5.9 10 12	19.4 28 20	40.7 35 25	1.9	1 3 11	22.5 70 40	1.6 3.5 3	.9 2.5 2	98	23.4 52 70	130	No Yes Yes	XXX
380 2,500	8,925 40,000	14,905 65,000	92.6	48.2	44.9	6.1	6.6		35.0	3.5	1.4	35.5	2.4		98	24.9	400 1,696	No No	1
200	2,000	9,700	94.4	40.4	34.6		4	30	37	2	1	40	1.7		98	65	80 148	No Yes No	147

							. 1	PRESENT	SATU	RATION	V (Perce	ent)							
Food Waste Disposen	Radio	Tele- vision	Rafrig- erators	Ranges	Water Heaters	Freezens	Room Air Condit,	Auto, Washers	Conv. Washers	froners	Dryers	Vacuum Cleaners	Dish- washers	Food Waste Disposers	Radio	Tele- vision	No. Dealers Serving Territory	Did Ca. Merchan- dise in 1955?	Pien to in 1956
			00	45	00			20	70					1	95	80	100	Yes	Yes
150			89	45	28	14	*****	30	70										
		54,622	90	15	3	19	11	24	63		3	10101	*****	21110		53	1,100	No	No
421		29,035	94.1	8	2.4	16.7	19.8	37.7	41.5	4.3	2.3		3.3	2.2		51.4	464	No	No
10		6,000	86	7.3	1	10	5			****	1	*****					250	Yes	Ye
900	29,000	32,000	90.7	.5		9.5	8.8	35.3	36.7	4.3	2.1	35.9	3.6	2.1	98.3	70.1	250	No	N
1,000		16,000	94	9	6	28	13	35	47	6	4	*****	5	3	98	66	650	No	N
4,500	4,800	40,000	90	14.8	1.1	7	30	40	50	7	14	85	6	8	92	70	350	No	N
	20,000	35,000	91	9.3	.8	8.4	15	*****	.,	****					98	68	780	No	N
6,000	30,000	46,500	95.2	15.5	.9	16.1	64.9	47	23	9.1	6.5	,,,,,	10	6.1	+100	89	200	No	N
		14,000	99.4	25.8	20.2	12.6	3.8				1.1	*****	3.2			85.5	92	Yes	Y
3,000	33,000	55,000	88	7.8	1.4	19.2	25.3	45	36	5.2	4.7	50	5.6	2.8	99	86	450	No	N
500		20,000	79	12.4	2.5	17.5	21.3	50	35	4	2.4		2	1.7	96	36.1	550	No	N
	******	5,550	1													30.1	84	No	N
1,300	******	43,000	88.5	9.6	.5	16.4	15	50	30	8	3.5	*****	2.5	2.5	98	75	400	No	1
	******		95	25	.5	35	10	50	30		2	75	1	1	99	50	250	Yes	y
	1,500	7,000	92	21	6.5	5	10	50		6	1	60	15	15	95	25	300	Yes	ý
1 000	6,200	22,000	87.7	22.3	6.8	17.4	17.3	45	15	1	5	65	2	1	88	47	400	Yes	ý
1,800				11				73				-					600	No	'n
		*****	99	7	5	20	25	25	50	10	15	90	2	2	99	75	40	No	h
1,200	30,000	44,000	7.7	,	3	20	23	23	20	10	1.0	***	*	· ·	**	13	140	No	N

^{*} These figures cover Portales, Clovis, Roswell, Carlsbad, and Artesia, New Mexico only.

Here's the nicest thing anyone



More than 1,250,000 appliances

In less than a year McCall's Use-Tested Tag has become the talk of the industry!

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can say about your product...

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The magazine of Togetherness in more than 4,500,000 homes!

McCall's

230 Park Avenue, New York 17, N.Y.

WEST NORTH	No. of Co (Dome		Average KW-Hour Consumption			1955 SA	LES OF	ELECT	RICAL A	APPLIAN	NCES (L	JNITS)		
CENTRAL	Dec. 31, 1955 (Estimated)	Dec. 31, 1954 (Actual)		Refrig- erators	Ranges	Weier Heaters	Freezen	Room Air Condit.	Asto, Weekers	Conv. Washers	freners	Dryers	Vacuum Cleaners	Dish- washers
MINNESOTA														
Minnesote Power & Light Co	53,100	52,418	3,030	4,639	2,713	1,993	1,718		2,534	2,505		1,540	2,436	103
Otter Tail Power Co	70,000	69,114	2,750					****	*****			*****	******	*****
Cos	510,000 59,000	498,544 56,000	2,770 2,800	35,000 2,400	8,500 1,600	7,500	1,000	6,000 450	1,200	12,000	4,500 150	15,000	15,000	3,000
IOWA														
lowe Power & Light Co	133,273	130,935	2,257						*****					
Iowa Public Service Co	100,145	98,476	****	5,000	1,400	1,050	1,600	1,000		*****		300		
lowe Electric Light & Power Co	121,402	117,737		14,175	10,090	3,630	1,080	3,062	6,122	2,235	390	5,010	3,000	180
lowa-Illinois Gas & Electric Co	86,000	84,841	2,262	3,000	500	250	400	1,500	3,000	1,000	800	500	2,500	400
Interstate Power Co	67,000	66,054	2,690	3,500	2,300	3,000	2,300		2,000			3,000		100
lowe Southern Utilities Co	53,300	52,684	17111	4,560	1,433	1,220	400	1,020	870	1,233	100	1,060	1,100	125
MISSOURI														
Missouri Power & Light Co	52,115	51,223	1,900	3,500	2,000	1,000	1,800	5,000	1,500	1,000	600	,1,000	2,000	150
Union Electric Co. of Missouri	495,350	484,031	2,803	47,000	14,500	5,900	10,300	28,000	19,000	12,200	3,900	13,000		4,200
City Utilities of Springfield, Mo	28,800	27,886	2,000	2,492	676	196	561	1,122	1,920	1,200	150	384	1,200	650
Bd. of Public Works	4,650	4,492	1,500	300	200	100	100	500	100	200	100	50	100	50
Empire District Electric Co	54,200	53,355	1,800		750	350						*****		
St. Joseph Light & Power Co	30,350	30,003	2,120	2,700	1,500	320	900	1,000	800	1,000	300	600	1,000	100
Rolle Municipal Utilities	2,552	2,500	2,348	-,	.,		700	1,000					1,000	
Kansas City Power & Light Co	215,000	205,000	2,495	30,000	6,000	400	6,000	15,000	15,000	5,000	500	4,500		1,200
NORTH DAKOTA														
MinnKote Power Coop., Inc	41,000	39,501	4,000	1,700	2,100	2,300	2,700	50	450	300	200	3,000	700	300
SOUTH DAKOTA														
Black Hills Power & Light Co	21,000	20,444	2,500	1,100	800	400	500	100	900	150	100		350	100
Northwestern Public Service Co	28,900	28,500	*****	2,300	1,500	1,000	500	800	1,200	500	300	1,200	1,500	200
NEBRASKA	01155													
Consumers Public Power District	84,600	82,408	2,580	******		*****	4 400	4 700		0.400	****	0.500	*****	200
Omaha Public Power District	95,700	92,700	3,150	6,700	3,600	700	1,400	6,700	5,500	3,600	****	2,500	*****	300
KANSAS	22.022	04.4==	0.045	0.000	0.000		4 000	1 000	4.000	400	000	000	000	000
Western Light & Telephone Co., Inc.	35,000	34,450	2,065	2,000	2,000	500	1,000	1,800	1,200	400	200	800	800	200
Bd. of Public Utilities, Kansas City	36,000	35,621	2,200		200	25			*****			*****	*****	******
Kansas Gas & Electric Co	124,500	120,781	2,550	9,876	4,281	378		8,250	10,071	2,573	403	3,550	*****	489
Kenses Power & Light Co	127,850	123,742	2,140	10,000	4,300	500	2,800	8,000	9,200	4,200	1,000	4,000		*****

¹ Through Sales Companies

THE FAR WEST HAS A BOOM OF IT'S OWN

(Continued)

range sales, but disposed of 3,975, adding about \$1,100,000 to the total. Alaska sales were also off—companies there reporting a figure which would make 769 ranges sold for the area, netting about \$206,900. British Columbia sales were 6.1 percent up—at United States prices, about \$4,633,000.

Ranges were fourth in importance in volume of dealer sales—accounting for 8.4 percent of the total money spent in the average western store. In the Pacific Northwest, this percentage was considerably higher—15.5 for Oregon and 15.7 for Washington, Montana, Idaho, Wyoming, Utah and Nevada were also on the high side. Numerically ranges outsold water heaters two to one and because of the difference in price, the dollar volume showed greater divergence. In Washington, however, water heater sales were only a few below ranges and in Idaho they outnumbered range sales by about 10 percent.

Average investment per home in this appliance for the West as a whole is \$86.62, but in Washington, Oregon and Idaho it is well above the \$200 figure. Average saturation in the eleven western states is 32.3 percent; highest saturation is reported from Washington at 81 percent, with Oregon and Idaho very close to this Hawaii reports a 41 percent saturation, an investment per home of \$110.29, about 4 percent of customer buying and an average expenditure per domestic customer of \$10.76. Alaska had a 62.9 saturation, an average investment per home of \$142.57; 2.88 percent of customers bought, and per wired home the expenditure was \$7.65. British Columbia sales were 6.1 percent above those of last year and saturation stands at 43 percent. Average investment per home is \$115.67. This represents an increase of \$13.45 and if comparison with the average home expenditure of \$16.41 is to be taken as an indication of how many sales are replacements, it would seem that about 82 percent of the ranges sold went into new homes or replaced other fuels. Percent of customers buying was 6.1.

Based on saturation figures, it is apparent that 1,999,683 electric ranges are already in use in western states, but that 4,214,701 homes still lack that appliance. Hawaii has 41,321 ranges in use, Alaska 16,784 and British Columbia 120,775. There still are about 229,000 homes in the three areas which use other fuels.

Water Heater Sales 22.5 Percent Up

Saturation average for electric water heaters in the eleven western states has now reached a figure of 23.2 percent. In Oregon and Washington, however, saturations are 73 percent and in Idaho it is 77.8 percent. Average investment per home is \$89.06 in the two Northern Pacific Coast states, and \$94.92 in Idaho. The average for the West is \$28.30, 24 cents above the figure reported last year. If the average expenditure per home of \$2.24 per customer is compared with this, it would suggest that

8 out of 9 sales are replacements.

Percent of customers buying was 1.84 for the West as a whole, but 7.28 in Idaho. California, Wyoming and Arizona were all below one percent. Estimate of total number of water heaters sold in the eleven western states was 113,829 for the year, which was 22.5 percent above the figure for last year for the same territory. In Hawaii sales were reported 12 percent up, in British Columbia, 56 percent. Alaska sales were reported slightly below those of last year.

Average price of water heaters sold was about \$8 below last year but the total volume of business in the eleven western states in this appliance was about \$13,887,000, well above the \$12,089,000 figure of last year. Hawaii accounted for about \$430,000 in water heater sales, Alaska for \$65,400 and British Columbia for better than \$2,000,000.

Saturation figure for Hawaii is 40 percent, which means 40,070 homes have electric water heaters, 59,817 do not. The average investment per home is \$48.80, the average expenditure per domestic customer \$4.27,

							,	KESEN	SATU	Allor	(Perce	ent)				2		DIAG	
Food Waste Disposers	Radio	Tele- vision	Refrig- erators	Rangas	Water Heaters	Freezens	Room Air Condit.	Auto. Washers	Conv. Washers	Ironem	Dryen	Vacuum Cleaners	Dish- wathers	Food Waste Disposers	Radio	Tele- vision	Ne. Dealers Serving Territory	Did Co. Merchan- dise in 1955?	Pion to in 1956?
220		14,912	91	43.4	27	10		22	78	10	8	62	4	5		68	265	Yes	Yes
			86.5	45	33.1	13.1					6						1,000	Yes	Yes
2.500	20.000	40 000	92	23	22	12	2	15	82	13	10	78	2	2	100	65	1,000	Yes	Yes
100			89	47	26	18	2	39	51	8	14	84	2		101111	1141		Yes	Yes
			93	25	11	12	8	35	65	7	15	83	2	3	99	85		Yes	Yes
																		No	No
240		11,320	95	31	30	14	6	32	71	5	14	91	1	1	100	76	1,100	Yes	Yes
500	6,500	5,000	94	10	2.5	8	5	34	60	15	3.5	83	3.5	5.5	+100	82	170	Yes	Yes
300		10,000	96	29	36	20		18		30	10	80	2	3	98	60	500	Yes	Yes
125	4,000	6,000	90.8	23.2	18.5	11.1	4.3	15.5	73.1	7	4.7	78.3	1.5	3.9	96.9	61.6	450	Yes	Yes
200	5,000	15,000	91	29	16	16	16	30	55	16	3.5	80	1.5	2	98	70	250	Yes	Yes
3,800		132 000	93.6	24	8.9	12	12	30	62	6.9	9		5	7.3		85	1,200	No	No
1,250	1,690	7,267	90	10	5	12	5	40	25	3	5	90	7	5	+100	60	60	No	No
50	300	300	90	70	50	50	50	70	90	50	40	85	15	10	90	60		No	No
			92	19.8	11.6	10.7	6.9				1.7	11211	2.2			57.7	325	Yes	Yes
100	2,0	5.000	75	16	8	11	6	15	69	4.5	4	65	1	1	95	45	71	Yes	Yes
111111												*****						No	No
2,000			9	25	6	12	25	30	70	10	10	90	15	16	95	90	350	Yes	Yes
250	800	16,000	81	30	24	18	,01	15	82	10	15	50	5	2	98	60	500	No	No
100	600	1,500	88	44	19	8	1	20	65	8	7	88	3	2	98	8	82	Yes	Yes
250	1,000	5,000	94	48	36	4	1	21	70	18	18	93	2	4	96	50	375	Yes	Yes
		*******	90	45	7	7	8	12	85	5	12	70	5	7	95	12	600	Yes	Yes
300	5,300	10,300	75	32	15	14	8	22			10		2	2		+100	125	No	No
200		*******	90	28	9	25	20	30	65	6	15	90	8	10	*****	****	250	Yes	Yes
140000		******		15	3				****					****	******		50	No	No
907		22,000	95	24	5	20	26	44	39	14	13	78	6	10	98	78	325	No	No
		21,800	94	23.8	5	11	16.5	30.6	52	6.9	5.9	80	2.6	6.9	97	66.6	500	Yes	Ye

ADDITIONAL CHARTS ON PAGE 276

with 3.5 percent of households buying. For Alaska the figures are 41.1 percent saturation, 10,981 homes owning, 15,704 without, a \$50.14 average investment per home, \$2.45 spent per household, and 2.01 percent of all domestic customers buying. British Columbia reports a 30 percent average saturation, which means 83,527 homes owning, 197,616 without, an average investment of \$38.60 per home, 16,906 water heaters sold, 5.25 percent of customers buying, average expenditure per household \$6.41.

Total number of water heaters now in use in the territory of the companies included in the survey from the eleven western states is 1,445,068, which means that electric water heaters are found in about two out of every three homes having an electric range. In the Pacific Northwest the figure is almost one for one. There still are 4,769,000 homes which do not have this appliance. On the average, it accounted for about 2.1 percent of the dealer's business, in Idaho this figure was as high as 6.2 percent.

Volume of home freezer sales varied in reports from western states. Wy-

oming, Arizona and Utah report a slight drop in sales as compared with last year. British Columbia sales were 7 percent off. But in the West as a whole the volume was up by 14.3 percent, with 110,400 sold in the eleven western states, amounting to about a \$44,157,600 business. Best job was done in Idaho, where 4.35 percent of customers bought and volume was more than half again as high as last year. Oregon was next percentagewise, with 3.9 percent of customers buying. The average for the eleven western states was 1.78 percent.

Best job of selling in the past was done by Montana, which reports a saturation of 42.9. Idaho saturation figures are also high, averaging 29.2, as against an average of 17.2 percent for the West as a whole. The eleven western states, according to these figures, would have 1,069,096 homes owning home freezers, 5,145,288 homes without. The average investment per home in the West as a whole is \$68.80. Home freezers accounted for 6.5 percent of the volume of business done by the average dealer,

although in Montana, Idaho and Wyoming this proportion was considerably higher. About one home in five that owns an electric refrigerator also owns a home freezer. Last year 3.6 refrigerators were sold for every freezer.

Hawaii reports indicate an average 19 percent saturation for freezers, which means 18,984 owned, 81,403 homes without, an average investment of \$76 per household, a sales volume of about 2,600, amounting to \$1,038,-000, or \$10.40 average expenditure per household; 2.6 percent of cus-tomers bought. In the territories re-porting for both years, volume of sales was about the same. Alaska saturation is 7.2 percent, with an average investment of \$28.80 per home. Sales were up 25 percent, averaging \$4.88 per household, 1.22 percent of customers buying. Sales volume was \$130,400. British Columbia reports a sales volume of about \$570,800, which is below that of last year. Saturation is now given at 5 percent and only .5 percent of customers bought, spending on an average of about \$2 per household. Average investment per

home is about \$20, based on U. S. values. The average price of freezers sold in the states is figured at about \$5 higher this year than last.

Room Air Conditioner Sales Up

Room air conditioner sales vary with the climate. The West, with its high proportion of mountain areas and cool summer climate on the Coast, has only a limited market for this appliance. This year's reports, however, indicate that refrigerated air conditioning is gaining slightly in competition with other types. Room air conditioner sales are up by 21.3 percent, whereas evaporative coolers gained only 5.3 percent in the West as a whole.

Highest saturation is reported from southern Nevada at 9.1 percent. Arizona is next at 6.7 percent and Colorado reports an average saturation of 4.9 percent, as against 2.4 percent for the West as a whole. This means that about 152,700 homes have this appliance, while better than 6,000,000 do not.

Arizona bought proportionately the (Continued on page 286)

Electrical Appliance Market Data by Regions (Continued)

EAST NORTH	No. of C		Average KW-Hour Consumption		13/4	1955 SA	LES O	F ELECT	TRICAL A	APPLIAN	NCES (L	INITS)		
CENTRAL	Dec. 31, 1955 (Estimated)	Dec. 31, 1954 (Actual)		Refrig- eretors	Ranges	Water Heaters	Freezen	Room Air Coedit.	Auto. Washers	Conv. Washers	Ironers	Dryers	Vacuum Cleaners	Dish- washers
ОНЮ														
Toledo Edison Co	160,030	156,782	3,094	15,000	7,500	2,200	2,500		9,500	3,000		7,500		900
Columbus & S. Ohio Electric Co	218,500	212,292	2,450	16,200	6,900	2,100	4,100	3 300	9,000	4,000		8,900		2,000
Dayton Power & Light Co	207,300	199,789	2,815	12,500	6,000	2,800	3,000	2,000	9,000	7,000	500	5.500	7,500	600
Ohio-Midland Light & Power Co	14,226	13,333		500	400	275	200	300	400	500	100	300	300	50
Ohio Power Cot	376,500	368 900	3,150		22.000	10,000		2,100				15,000		
City of Cleveland Div. of Light &			-,		,	,		-,				,		
Power	47,800	47,406	1,980		500			160				700		
Cleveland Electric Illuminating Co.	451,800	435,800	2,800	40,000	13,000	5,000	6.500	5,000	31,000	15,000		18,000	23,000	3,000
Ohio Edison Co	467,000	451,144	3,155	32,500	15,000	6,600	7,400	3,900	19,200	8,000		13,400	13,500	1,300
Cincinnati Gas & Electric Co. &	,000	,	4,.55	22/220		0,000	1,100	2/100	. 7/200	0,000	2,500	. 5/100	. 0/200	.,550
Union Light, Heat & Power Co	335,505	326,330	2,510	37,100	9,500	4,800	9,000	11,800	25,000	20,300	1,400	12,500	29,600	2,900
INDIANA														
Indianapolis Power & Light Co	168,000	164,000	3,150	13,500	5,000	3,000	3,600	4,000	6,000	2,000	300	7,000		1,500
Municipal Electric Light & Power.	14,4011	14,225	2,900							-,				
Indiana & Michigan Electric Co	233,000	227,103	4,000		12,000	10,000	4,500					15,000		
Public Service Company of Ind	306,200	298,000	2,910	******	. 2,000	,0,000	1,200					, , , , , ,		
Southern Indiana Gas & Electric Co.	60,850	55,898	3,075	4,250	1,450	1,650	950		3,300	2,250	56	910	1,400	85
ILLINOIS		,		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	.,	,,,,,,			,	-,				
Central III. Public Service Co	100 000	107 125	0.000	10.264	0.040	4 542	2017		E 204	7 444		2,843		387
Central Illinois Light Co	189,800 95,595	187,135	2,230	10,364	2,949	1,513		0.500	5,321	7,441	500	5,000	5,000	500
		94,000	0.045	5,000	1,400	1,400	2,500		6,000	2,000				
Commonwealth Edison Co		1,565,769	2,365	140,000	22,500	-,		52,000	78,500	42,800		15,400		6,800
Central III. Electric & Gas Co	51,122	49,252	2,700	4,000	750	500	900	3,000	2,500	1,800	200	900		250
MICHIGAN	45 750	45.050	2											
Michigan Gas & Electric Co	15,750	15,250		EE 000	04.000	47.000	* + * * *					****		
Consumers Power Co	691,370	671,099	3,280	55,000	24,000	17,000	1.71.71	* * * * *	*****	*****	*****	*****		*****
Service	11,680	11,453	2,326											
Bd. of Water & Electric Light Comm.	38,000	36,792		3,900	2,500	1,200	1,100		3,650	1,500	250	3,000	6,500	
Detroit Edison Co	1,050,000	1,006,468	The state of the s	114,000	42,000	12,000	7,000	16,000	← 80	,000 -	8,500	20,000		6,300
Upper Peninsula Power Co	18,800	18,662	2,700	1,300	1,200	1,200	150	10	600	1,100	50	250		50
Edison Sault Electric Co	9,742	9,591	2,505	973	495	478	144	15	323	455	125	264	196	28
WISCONSIN														
Wisconsin Public Service Corp	135,000	130,994	2,700	4,000	2,700	3,000	4,000	800	1,300	1,200	800	3,200		600
Lake Superior District Power Co	17,150	16,900	3,600											
Wisconsin Electric Power Co	402,000	393,633	3,325	20,000	12,000	9,000	4,000		20,000		1,000	12,000		1,500
Madison Gas & Electric Co	36,276	34,987	3,908	2,550	1.125	250	320		1,025	650	80	900	1,650	130
Wisconsin Power & Light Co	160,000	156,108	2,750	5,000	4,800	4,000			4,500	2,500	400	4,500	8,000	750

Aug. 31, 1955. Ohio Power Co. and Ohio Power & Light Co. merged 1955,

EAST SOUTH	No. of C		Average KW-Hour Consumption			1955 SA	ALES O	F ELECT	RICAL	APPLIAN	NCES (U	INITS)		
CENTRAL	Dac. 31, 1955 (Estimated)	Dec. 31, 1954 (Actual)		Refrig- oretors	Ranges	Water Heaters	Freezen	Room Air Condit.	Auto. Washers	Conv. Washers	froners	Dryers	Vacuum Cleaners	Dish- washers
KENTUCKY														
Louisville Gas & Electric Co	151,657	145,001	2,600	*****					*****				****	
Kentucky Power Co	78,900	78,423	2,000	******	3,400	1,700		300			****	1,200		
Kentucky Utilities Co	192,210	189,292	2,300	21,000	12,420	4,620	7,080	5,059	7,320	15,700	360	2,400	3,600	636
TENNESSEE														
Electric Power Bd. of Chattanooga	68,746	66,725	9,167	5,000	5,150	4,310	1,100	7,100	3,400	1,400	60	1,300	3,000	300
Electric Power Bd., City of Nashville	98,000	94,519	8,300	8,000	7,100	6,500	1,750	13,000		*****		2,100		
Knoxville Utilities Board	64,000	61,546	8,100	5,600	5,200	3,000	1,600	3,400	2,600	2,200	200	700		200
Bristol Tennessee Elec. System	11,000	10,618	*****						*****					
Kingsport Utilities, Inc	17,900	17,479	5,900		900	1,000	24224	200	*****			600	*****	
Memphis Light, Gas & Water Div	138,750	132,995	2,660	11,000	2,500	450	6,000	15,000	8,500	3,000	200	1,100	6,500	2,000
ALABAMA														
Alabama Power Co	492,969	470,488	2,866	40,722	25,000	8,450	10,500	15,200	29,600	17,600	325	3,600	15,360	2,050
MISSISSIPPI														
Mississippi Power & Light Co	140,620	135,915		10,000	2,500	150	3,000	2,400	3,000	600	90	400		350
Mississippi Power Co		78,385	2.090	5,000	1,120	205	1,000	3,800	1,500	750		295		150

							- 1	PRESENT	SATU	RATION	V (Perce	ent)					-1/-		
Food Waste Disposers	Radio	Tele- vision	Refrig- erators	Ranges	Water Heaters	Freezen	Room Air Condit.	Auto. Weekers	Conv. Washers	honers	Dryen	Vacuum Cleaners	Disk- washers	Food Waste Disposers	Radio	Tele- vision	No. Dealers Serving Territory	Did Co. Merchen- dise in 1955?	Plen to in 1956?
2,500		12,000	97	41	14	45					17					90	185	Yes2	No
3,200	******	14,000	97	24.5	7.5	15	3.5	28	64	*****	17	*****	7	8	97	82	310	No	No
	14 500		94	26						40	17	85	2.7	3.3	99	92	440	(2)	(3)
800	14,500	18,000	-		15	13	3	31	65	12	13		2.7	10	90	50		No	No
300	500		90	35	25	-	20	25	70	15	20	70					1 000		Yes
*****		******	****	57.7	24.4	*****	1	. *****	*****	*****	14.3		*****			****	1,000	Yes	7 68
			*****	7			.2				3						110	No	No
3,400	72,000	55,000	94.5	22.5	11	12.3	2.3	33	57	17.9	15.8	86	4.1	5.2	97	92	700	No	No
3,600		63,100	97.6	38.6	14.4	8	3	19	70	15	12.5	82	2	4		78	805	Yes	Yes
-,	,	/											-			-			
3,800	69,700	72,400	94.5	16	8.5	16.8	4.3	29	62	10.5	6	77	3.7	4.7	100	91	786	No	No
1,500		8,000	98	34	14	12	2	40	55	12	11	87	3	4	98	90	250	Yes	Yes
	******		*****													****	25	No	No
		******	*****	59.2	38						18						500	Yes	Yes
	******	******	*****			*****						*****					1,000	No	No
100	3,000	9,750	96	25	25	*****	*****	****	****			*****		****	******		112	Yes	Yes
		17,151	92	27.9	14.7	19.5					4.5					46.7	642	No	No
500	******	10,000	90	22	9	8	5	25	70	13	15	80	2	4	98	35	265	Yes	Yes
9,400	402,750	238,500	89	13	6	6	4	21	40	7	5	81	1	2	97	85	2,000	Yes	Yes
750	3,000	7,000	95	15	10	15	12	20	*****	3	7			****		82	41	No	No
																	54	Yes	Yes
			93.7	43.9	26.5	*****	*****	*****			*****	*****	*****	*****	******	****	2,100	Yes	Yes
		******	97	77	10	15	15	45	52	35	30	97	15	30	100	85	65	No	No
		9,000	98	84	26	25		29	71	20	23	93				98	44	No	No
15,000	40,000	78,000	96	36	10	10	1	29	66	18	13	89	3	7	97	85	1,100	Yes	Yes
15	500	1,500	85	35	25	1		4	90	.5	.5	80	.5	.5	95	15	70	Yes	Yes
44	644	2,703	82	67	27	7	2	22	55	5	5	62	5	5	76	60	38	No	No
700			92	29	22	13	.8	12	70	8	4		0	1.0			1.050	V	Yes
	******	******	94	48	43			11	81	6	6	70	2	1.8	00	46	1,050	Yes	Yes
0.000	******	10.000			22	14	0			-	6	72	2	2	98	46	127	Yes	
2,000	4 500	12,000	93	33		16	2	22	56	15	11	90	3	6	100	93	800	Yes	Yes
225	4,500	6,000	95.3	28	5	6.6	3	27	55	9.8	7	75	3	5	98.9	78	38	Yes	Yes
750	******	*****	93	33	28.5	14	.5	13.5	65	7	8	78	2	2.5	99.5	70	600	Yes	Y

² To Sep . 30, 1955. ⁸ Merchandises—Ranges, Water Heaters and Dryers in rural territory only.

							1	PRESENT	SATU	RATIO	N (Perce	ent)							
Food Waste Disposers	Radio	Tele- vision	Refrig- erators	Ranges	Water Heaters	Freezen	Room Air Condit.	Auto. Washers	Conv. Washers	froners	Dryers	Vacuum Cleaners	Dish- washers	Food Weste Disposers	Radio	Yele- vision	No. of Declero Serving Territory	Did Co. Merchan- dise in 1955	Plan to in 1956
			*****		*****				****					*****			190	No	No
	******	******	*****	40	10	*****	3	*****			4		*****	*****	******		250	Yes	Yes
540	15,120	26,822	93.5	35.1	20.1	11.5	4.6	14.1	67.8	4.1	3.3	67.1	2.6	1.8	+100	32.4	683	No	No
150	2,200	12,000	95	90	70	17	30	84		20	14	80	6	3	100	53	90	No	No
		15,000	95	80	61	10	31	- 6	5 -		6	****				80	110	No	No
90		1,200	97.2	81.5	68.2	20	15	- 7	rg -	18	6.8	70	10	10	100	55	95	No	No
		*****									****				******		35	No	No
	******		*****	82	69		5		*****		6.6	*****	****	****		****	25	No	No
1,800	10,000	25,000	88	11	4.8	16	28	36	72	10.6	6	86	12	6	97	78	225	No	No
1,224	38,000	67,000	89.2	36.7	19.2	8.8	5.4	21	35.6		1.2		2.1	****	******	53.3	1,225	Yes	Ye
		6,000	84	16	2	13	15	→	24 -	4	5	****	2.1		100	23.6	450	No	No
50	3,500	3,750	84.3	14.3	4.4	8.6	11.5	*****							******	30	270	Yes	Ye



Graybar Salesman Nelson E. Guillot discusses demonstration points of new Sunbeam controlled-heat automatic frying pan with Housewares Buyer G. R. Gahring and Demonstrator Rowena Lods.

"Graybar-guided demonstrations build heavier store traffic"

Says: G. R. GAHRING Housewares Buyer,

D. H. Holmes Co., New Orleans, La.

Continuous demonstrations really move goods. Here, a Holmes customer enjoys a cup of morning coffee brewed on the spot.



Guillot and Mrs. Lods make frequent inventory checks of fast-moving electrical housewares.

"With Graybar to help spark the operation we've always got something going on in our store — seasonal promotions and lots of demonstrations. We find it is one of the best ways to move traffic in and move merchandise out.

"But that isn't all there is to the way Graybar lends a hand. Take service, for instance. It's really unusual, particularly on emergency shipments. I can always keep staple stock on the floor without going overboard on any one item. That's because I get the benefit of Graybar's unique warehousing system. When it comes to having a variety of items ready for quick sales . . . and getting them sold, you just can't beat this combination."



G. R. Gahring and salesman Guillot discuss order based on inventory check.

Your Customers WANT the popular appliances ..

GRAYBAR ELECTRIC CO., INC.

Executive Offices: Graybar Building, 420 Lexington, Ave., New York 17, N. Y. recommended by GraybaR

IN OVER 120 PRINCIPAL CITIES

Big Color News is Harmony Hues

LARGO

YELLOW

TEMPO TURQUOISE

IN REPUBLIC STEEL KITCHENS AT NO EXTRA COST!

PINK

Three wonderful colors in perfect tune with today's kitchen trend!



LARGO YELLOW - Harmony Hues blend with refrigerators and ranges in color.

No hit or miss random color selection here! Republic Steel, after long careful research and intensive survey brings you color in kitchens you can sell with confidence to eager prospects. Harmony Hues blend with the appliance line in color you handle. These subtle tones offer a flattering backdrop for high-fashion decorating materials; fabrics, wall, counter and floor coverings, and paint. Harmony Hues lead to a quick, firm decision by folks considering a lifetime investment-a Republic Steel Kitchen!

Now there's even more reason to enjoy the full 40% profits of this great modern kitchen line!



TEMPO TURQUOISE—Harmony Hues go well with fashionable decorating materials.

Sell complete kitchens with a colorful display!

The beauty of Harmony Hues must be seen to be appreciated! Your choice of three beautiful selfselling display sizes in any of seven combinations. Everything to make you Harmony Hues Headquarters! If your Republic Steel Kitchens distributor hasn't contacted you yet, call him now.

> Prompt delivery now from your Republic Steel **Kitchens Distributor**



PRELUDE PINK—Harmony Hues have a fresh, never-grow-tired beauty.

We've rung the Bell...We're telling the People..

50 MILLION

The Color News is Harmony Hues! Republic Kitchen Stylists give you the Practical Answer to Color



Largo Yellow

HARMONY HUES BLEND WITH NEW APPLIANCES IN COLOR ..

Long, intensive survey and research by Republic created Harmony Hues to blend, harmonize or contrast happily anywhere in the color spectrum. From Largo Yellow, Tempo Turquoise or Prelude Pink, you'll discover a shade to go with any of the new refrigerators or ranges in the gayest finish.



Tempo Turquoise

... LIVE SERENELY WITH SMART DECORATING MATERIALS ...

Professional decorators can tell you why. It's because these soft, delicate tones are composed of pure primary colors, coaxed to softness by the addition of white. Fashionable fabrics, wall coverings and paints can be flatteringly used with Harmony Hues, in contemporary or traditional mood.



Prelude Penk

... GIVE YOUR KITCHEN A FRESH, NEVER-GROW-TIRED BEAUTY!

Here is color with a promise-so important when you consider a lifetime investment! When you fancy a change of key in your decorating theme, Harmony Hues will blend to your future choice of decor. Still color shy? Then you'll want Republic's Classic White, always a pleasing foil for any color scheme.

REPUBLIC STEEL KITCHENS

in Harmony Hues

P.C. - NO EXTRA COSTI

 1001	THIS	COLORFUL	IDEA	BOOK

THIS AD PRE-SELLS YOUR CUSTOMERS, STARTING FEBRUARY IN:

Better Homes & Gardens • American Home • House Beautiful • Small Homes Guide Home Modernizing • Woman's Home Companion • Ladies' Home Journal

REPUBLIC STEEL

KITCHENS

in Harmony flues

NOW! <u>all</u> helps you sell automatic washers with best appliance promotion item for 1956

makes it easy and economical for you to offer new PLASTIC CANISTER with 20 lbs. of all FREE with every washer sold!

Here's a wonderful multi-purpose plastic container to offer FREE as a bonus to your automatic washer customers.

And remember: Each canister contains 20 lbs. of *all*, the modern "controlled suds" detergent prescribed by automatic washer makers.

SPECIAL

Plastic Canister Retail Value \$8.87
Promotional Allowance 4.87
Your Cost \$4.00

WRITE for information about four other great all sales helps!

- all's three professional stage shows:
 "all-Washable Fashion Parade," "No-Soap Opera"
 and "One-Girl Laundry Show."
- 24-oz. "Sales-Starter" packages.
- Serviceman's exclusive 221/2-lb. packages.
- Special 50-lb. and 100-lb. bulk containers.



all is made by MONSANTO where creative chemistry works wonders for you



FILL IN THIS	SALES-BUILDING COUPON NOW!
Please send me	
information about:	
20-lb. plastic canister.	Name
all's three professional stage shows.	Store Name
24-oz. "Sales-Starter" packages.	And the second s
Serviceman's 22½ -lb. packages.	Address
T 50 11 1 100 11 1 11	

MAIL TO: Monsante Chemical Co., Consumer Products Division
Appliance Promotion Dept., 800 N. 12th Bivd., St. Louis 1, Ma

No other washer or dryer line can compare with ABC for FRANCHISE PROTECTION-CUSTOMER SATISFACTION-STEADY PROFITS!

ABC builds its business on franchise protection for dealers, and customer satisfaction. We think that protecting the dealer franchise is an important function for a manufacturer. But it is only part of our job. Winning customers is equally important. With ABC, that's easy. Glamorous new styling and color appeals to the modern homemaker. Distinctive and exclusive features you can demonstrate—like "Shampoo" action, "Two-cycle" washing, "Centric" agitation, and "Jet-Aire" drying make your job easier, too. Nobody matches ABC styling outside. Nobody matches ABC performance inside. (And nobody assures you better profits, model for model.)

But we're here to tell you, once customers are sold on ABC—they stay sold. The promise of convenience and dependability ABC shows in your store is borne out in use in customers' homes. There's a quality in these machines that guarantees dependable, trouble-free performance through the years.

That's why the ABC name on the home laundry equipment you sell is as important to you as your very own name. ABC protects your name; guarantees against excessive service call backs; assures you that you'll have satisfied customers...happy they chose ABC. In the long run, is there a better way to assure rewarding profits?

FOR INFORMATION, WRITE OR WIRE YOUR DISTRIBUTOR, OR CALL

ALTORFER BROS. COMPANY

PEORIA, ILLINOIS

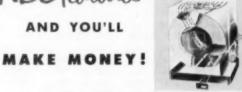
ABC America's Leading Washers, Dryors and Ironors



demonstrate THESE EXCLUSIVE

ABC features

AND YOU'LL



TWO AUTOMATIC

WASHERS IN ONE
... all on one dial!
Dial "regular fabrics"
for family size wash.
Dial "fine fabrics"
for dainty, delicate
garments or for small
loads. Saves half the
water and soap, and
half the time of regular washing.

GENTLE,
"JET-AIRE" DRYING
Faster-moving air, at
one, low, pre-set temperature, is ABC's
secret of soft, gentle
drying. "Jet-Aire"
drying is safe for ALL
fabrics. No scorching
or baking heat can
harm clothes.



3-WAY
WASHING ACTION
Exclusive "Centric"
Agitation (1) "shampoos" the clothes; (2) gently rubs and flexes them; (3) spurts jets of soapy water through the clothes for a cleaner, better wash.



3-WAY
RINSING ACTION
ABC rinsing is so thorough, only three rinses
are needed — Deep
Power Rinse, Flushing
Overflow Rinse, and
Splash-away Rinse.
Soap, seum and water
drain over top of tub,
away from clothes.



SMOOTH PORCELAIN DRUM

PORCELAIN DRUM
Super-size drum has
satin-smooth, rustproof finish. Perforations allow faster air
circulation, faster
moisture removal.
Clothes dry fluffy-soft,
amazingly free of
wrinkles, and require
much less ironing.

*



SUPER-SIZED LINT TRAP

Strategically located at base of the dryer, away from source of clean air. With ABC there are no lint "snowstorms," because lint is removed before it reaches the suction fan.

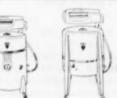


Master Deluxe Matchmates



Special Deluxe Matchmates







ELECTRICAL MERCHANDISING-JANUARY, 1956

Electrical Appliance Market Data by Regions (Continued)

MOUNTAIN	No. of C		Average KW-Hour Consumption			1955 SA	LES O	F ELECT	RICAL A	APPLIAN	NCES (U	INITS)	·	
MOUNTAIN -	Dec. 31, 1955 (Estimated)	Dec. 31, 1954 (Actual)		Refrig- erators	Ranges	Woter Heaters	Freezon	Room Air Condit.	Auto. Weekers	Conv. Weshers	Ireasts	Dryers	Vacuum Cleeners	Dish- washers
ARIZONA														
Arizona Public Service Co	114,000	109,246	2,650	12,000	1,800	800	1,400	3,500	7,000	4,500	325	650		650
Mesa Municipal	4,160	3,840	2,700	500	100	20	100	200	200	100	50	10	200	50
Graham County Electric Coop	1,780	1,729	1,940	******										
Tucson Gas, Electric, Light & Power	.,	.,,	.,											
Co	50,335	47,301	2,242	3,200	700	180	320	260	2,000	1,000	100	175		260
Sulphur Springs Valley Electric Coop.	4,400	3,250	2,700	700	50	25	800	100	900	450	100	100	300	250
Salt River Valley Project	43,042	36,815	3,500	1,848	240	72	168	1,008	1,692	756	36	108	225	84
		/	-/	.,				.,	.,					
COLORADO														
Southern Coloredo Power Co	37,734	37,096	2,100	1,921	550	138	1,105	133	2,040	1,095	58	415	740	83
Highline Electric Assn., Inc	3,630	3,590	3,093	******	*****	*****	*****		*****	*****	****	****		*****
Home Light & Power Co	10,900	10,582	3,635		*****	*****	*****	*****	*****				*****	*****
Public Service Co. of Colorado	248,760	232,967	2,123	26,000	11,000	3,000	5,500	2,500	24,000	9,000	2,000	9,000	*****	*****
Trinidad Municipal Light & Power														
Dept		LY) 3,240	2,300	******	*****		*****		*****					
Union Rural Electric Assn., Inc	3,500	3,400	3,600	75	75	50	30	50	40	50	20	25	50	25
Y-W Electric Assn., Inc	3,435 (3,348	105	71	70	110	15	68	72	12	73	81	13
Southeast Colorado Power Assn	5,328	5,365	2,168		*****	*****	****	*****		*****		20	400	0.00
Mountain View Electric Assn., Inc.	3,520	3,428	2,880	100	65	80	35	10	60	35	10	30	100	25
Lamar Light & Power Dept	1,9811	2,033	4,056	******	* * * * * *	* * * * * *				*****		*****	100	
Yampa Valley Electric Assn., Inc	2,485	2,300	3,120	300	100	50	60	10	60	10	5	100	100	20
Fort Callins Light & Power Dept	5,483	5,300	2,200	******	*****	*****	****	* * * * *		*****	****		*****	*****
Colorado Central Power Co	23,000	20,902	2,400	350	300	85	150	50	450	200		250	*****	*****
IDAHO														
The Light House	2,460	2,432	6,300	204	240	144	100		204	84	12	132	200	50
Burley Municipal District	2,168 (5,500		240	144			204					
Northern Lights, Inc	2,600	2,298	4,044	50	150	190	175		75	15	20	110	50	25
Ideho Power Co	105,000	103,000	6,100	8,000	7,000	7,500	4,600	200	5,000	2,000	500	4,000	2,500	500
Clearwater Power Co	4,300	4,250	5,500		200	500	100	10	200	2,000	20	300	100	100
Cicalwater Fower Co	4,300	4,230	3,300	*****	200	500	100	10	100	20	20	300	.00	.00
MONTANA														
Fergus Electric Coop., Inc	2,680	2,600	6,500	25	30	40	60	5	30	10	10	25	50	10
Glacier County Electric Coop., Inc	2,600	2,144	3,600	210	150	200	100		300	40	10	250	100	150
Marias River Electric Coop., Inc	1,992	1,931	3,685	,.,.,.							*****	****		
McCone County Electric Coop., Inc.	2,600	2,300	4,092	*****		*****							*****	*****
Yellowstone County Electric Coop.,	*													
Inc	2,400	2,347	3,480							*****				
Montana Power Co	116,334	113,234	3,178	8,100	5,700	1,400	3,800	220	9,000			5,600	2,400	1,200
Sheriden County Electric Coop., Inc.	1,850	1,823	6,500	30	20	50	30	20	15	5	15	30	20	5
Beartooth Electric Coop., Inc	1,600	1,515	3,900	******	*****	*****				*****		****	*****	*****
Hill County Electric Coop	1,800	1,700	6,084	50	75	25	30	10	50	10	1	100	15	10
			1											
NEVADA					40	0.5	05	05	45	20	10	10	20	5
Mineral County Power System	1,250	1,300	2,400	25	40	35	25	25	15	30	10	10	750	200
Southern Nevada Power Co	23,400	18,707	10,100	2,100	1,825	750	200	150	2,250	1,000	260	420	150	
Sierra Pacific Power Co	27,500	26,556	2,244	1,287	967	410	*****	****		*****	****	*****	* * * * * *	* * * * * *
Truckee-Carson Irrigation District	1,420	1,360	3,442	******			****	* * * * *	*****	*****		* * * * *	* * * * * *	*****
Ely Light & Power Co	1,800	1,645	1,550	******		*****	****		*****	*****		*****	*	*****
Elko Lamoille Power Co	2,015	1,831	1,949	******	*****	*****	*****			*****	****	****	*****	*****
NEW MEXICO														
Basin Light & Power Co	4,543	4,543*	*****				*****				*****		*****	
Jemez Mountains Electric Coop., Inc.	5,388	5,388*		250	175	25	100		125	300	40	25	50	23
New Mexico Electric Service Co	7,872	7,276	2,200	600	180		300	96	685	84	14	48	105	50
Roosevelt County Electric Coop., Inc.	1,825	1,809	3,341							*****		****	*****	
Public Service Company of N. M	68,650	65,163	2,000	6,000	2,200	450	1,950		6,000	900	550	800	*****	275
Raton Public Service Co	2,450	2,340	3,110		50	84						****	*****	
	2/100	-/	2/1.10		-	-								
UTAH														
Helper City Light & Power	800	790	4,800	15	25	25	15	10	30	5	20	20	15	5
Southern Utah Power Co	3,790	3,722	4,300	******	*****	*****	****		*****		****	****	*****	* * * * * *
Spanish Fork Municipal	1,700	1,600	3,800		* * * * * *				*****	*****		****	*****	
St. George Utility Commission	1,244	1,234	5,000		*****	*****	*****		*****	*****				
Utah Power & Light Co. & Sub. Cos.	173,122	168,536	3,741	9,000		4,500		500	9,000	4,000	1,400		12,000	1,000
Telluride Power Co	7,596	7,700	3,750	250		350	200	****	250	100	*****	100	*****	*****
Payson Municipal System	1,400	1,355	3,600	200		5	25	75	100	30	15		200	30
Uintah Power & Light Co	1,055	1,085		50		30	15	15	50	25		10	15	2
Provo City Department of Utilities	7,679	7 500	3,000	605		74	179	44	781	213	108	309	195	42
Price Light Department	1,700	1,670	3,792	300	300	250	275	65	215	150	75	200	300	75
WYOMING	4 444		F 455		0.0	20	25		00	40	40	40	00	44
Lower Valley Power & Light, Inc	2,875	2,600	5,100	15		30			20	10	10			
Powell Municipal	1,475	1,375		100		50		25	180	50	25			
Sheridan Division - Montana-Dakota	5,250	5,205	2,100	360	220	28	180	40	120	70	10	45	60	
Cheyenne Light, Fuel & Power Co	12,820	12,250	3,556	******	*****		* * * * *	*****	*****	*****	*****	070	450	
Western Public Service Co	4,700	4,538	2,225	500	300	25	120	2	275	260	15	270	150	15

⁽LY) Last year's report. Sept. 30, 1955. Limited. This year's report.

							P	RESENT	SATU	RATION	(Perce	mt)				929		DHC-	
Food Weste Isposers	Radio	Tele- vision	Refrig- erators	Ranges	Water Heaters	Freezen	Room Air Condit.	Auto. Washers	Conv. Washers	Ironom	Dryen	Vacuum Cleenen	Dish- washers	Food Waste Disposers	Radio	Tele- vision	No. of Dealers Serving Territory	Did Co. Merchan- dise in 1955?	Plan to in 1956?
625	9,000	12,000	93	17	12	14	6	40	55	12	2	*****	10	10	98	75	450	No	No
50	200	250	95	10	10	20	15	80	30	20	15	75	30	30	95	80	15	No	No
				*****			* * * * *	****		****	* + * + *	****	****	****		****	12	No	No
50	3,400	5,500	89	7	3	3	1				*****				98	60	60	No	No
75	900	600	90	10	8	37	5	50	50	33	35	90	5	5	100	35	21	No	No
72	1,500	3,816	96	15	10	15	15	20	60	10	6	60	5	10	97	82	200	No	No
830	1,358	3,084	·+90	12	12.2	25	5	45	50	10	12	95	15	22	100	60	40	Yes	Yes
		******	82	22	24	52	8	20	72	13	10	73	6	5	+100	11	46	No	No
		30,000	94	14	8	16	5	← (84 →	11	10	70	6	6	95	74	480	Yes	Yes
															******		10	No	No
10	100	100	90	20	20	30	1	1	80	4	1	50	2	1	100	25	25	No	No
15	175	160	70	30	20	40	2	20	90	5	15	90	5	10	99	15	33	No	No Yes
	900	150	85	10	11	17 50	1	10	37 → 35	3.5	3	65	1	1	97	35	35 40	Yes	No
40	200	150	95	15	40	50		10	33	*****			*****				14	No	No
20	300	10	98	25	10	10		15	80	5	10	95	4	4	100	.1	12	No	No
		*****	80	90	40	20		60		95	20	80	25	20	100	75	30	No	No
* * * *		******	98	29	10.5	12	****				8	*****		*****	******			140	, 10
50	250	500	90	75	75	20	****	20	90	5	25	90	5	5	95	60	14	Yes	Yes
40	******	450		24	24	00		9	65		6		*****	*****	******	****	19	No No	No
15 350	75 4,500	150	92	36 82	31 79	28 30	2	35	65	20	25	95	5	2	99	45	600	Yes	Yes
100	500	500	90	65	80	15	10	20	50	5	10	85	5	5	100	20	150	No	No
5	25	60	98	70	58	75	.1	15	83	16	20	60	5	5	100	15	80	No	No
75	250	55	55	25	15	15	1	10	20	5	10	5	1	1	37	1	13	No	No
			100	25	25	25	5	50	50		50	100	5	5	100	5	12	No	No
	* * * * * *	****		****			* + * * *			****				****	******	****	25	No	No
		******	+100	63	41	49		15	71	12	9	75	3	2	+100	40	33	No	No
900		10,500										*****					(Ly)300	No	No
5	20	25	98	20	30	60 20	5	30 10	65 80	20	35 5	90	5	1	99 95	20	62	No	No
2	50	100	90	40 60	40	50	2	30		6	40	90	2	1	100	5	40	No	No
																	8	No	No
300	1,050	650	75	65	65	10	10	65	85	40	30	85	20	20	85	40	21	No	No
			90		43											2000	98	No	No
			92	60	49	20	5	13	64	5	8	91	2	*****		.5	7	No	No
															*****		14	No	No
10	400	300			10	70		20		3	10		10	2	90	45	30	No	No
45	275	120															19	No	No
					. x+++>										1 * * * * *			No	No.
400	******	050	. 8	479											*****	10	10	No	No
10		50				20	5	25	75	15	20	85	5	5	98	70	5	No	N
	******					++++											40	No	N
		******	00			25	10	30		40	5	95	10	5	100		1	No	N
1,200			1 00		30	16	1444	. 33	60	10	10	85	3	3	99	75	700		N
	******										8		2	7	80	50	30	No	N
50	40		0.0			10	5	20		2	8	. 75	5	1	99	30	100		N
59						32	1	42		13	12	4.4		7	99	W. 100	23		N
25																	10	9.4.5	
10	20	100	85	60	45	. 30	5	25	50	10	10	80	15	15	95	8	8	No	N
50																	0.5	No	N
						55	1	50	50	10	15	70	5	5	98	1	26	Yes	
8	220	401	90			05 2	.05	30	60	5	2	95		5 .5	100	75	20	Yes	Y

Electrical Appliance Market Data by Regions (Continued)

DACIFIC	No. of Co (Dome		Average KW-Hour Consumption		1	955 SA	LES OF	ELECT	RICAL A	PPLIAN	CES (U	NITS)		
PACIFIC	Dec. 31, 1955 (Estimolod)	Dec. 31, 1954 (Actual)		Refrig- erators	Ranges	Water Heaters	Freezers	Room Air Condit.	Auto. Washers	Conv. Washers	froners	Dryers	Vocuum Cleaners	Dish- washers
ALIFORNIA														
Anaheim Light, Power & Water Dept.	10,681	8,494	1,000											
Burbank Public Service Department.	30,300	30,085	2,210	360	210	25	30	300	400	75	20	90	100	30
Modesto Irrigation District	20,900	19,938	3,200				30	300						
City of Glendale	41,000	36,499	1,975	*******	600									
California-Pacific Utilities Co	21,956	21,807	5,315	1,154	1,050	816	725	110	1,200	950	590	657	3,500	210
San Diego Gas & Electric Co	208,600	198,854	2,543	17,000	3,300		4,000	1,500	16,500		1,200		17,000	1,000
	1,364,300	1,295,790	2,600	80,000	30,000		16,000	5,000	80,000		3,600		11,000	10,000
Pasadena Municipal Light & Power							10,000			21,700	3,000			10,000
Dept	41,000	40,000	2,000	4.000	640	64	005	0.000	4 000	700	4.5	100	212421	
Imperial Irrigation District	21,500	20,722	5,400	1,800	425	200	225	2,000	1,200	700	65	100		*****
Southern California Edison Co	, ,	1,036,403	2,000		20,128	2,728	17111			*****	*****	7 000		
Los Angeles Dept. of Water & Power Riverside Public Utilities, Electric	688,000	659,000	2,000		5,600	2,000					*****	7,000		
Dept	21,212	20,026	2,448	******	793	23		11121	*****		*****	*****	*****	
Sacramento Municipal Util, District	103,400	96,665	2,850	7,954	4,833	949	1,911	2,312	11,602	2,036	495	6,541	3,477	1,524
City of Pelo Alto	13,000	12,300	2,500	******										*****
California Electric Power Co	66,500	60,870	2,250	2,700	700	425	200	1,250	3,000	750	80	200		
Alameda Bureau of Electricity	13,247	13,207	1,964	500	230	6	30		300	200	100	120	300	40
OREGON														
California-Oregon Power Co	69,600	67,062	7,900	4,300	3,200	3,100	2,900		2,700	850	300	1,900		200
Central Lincoln P. U. D.	9,115	8,818	8,059	157	504	496	757	37	604	64	96	779	*****	155
Eugene Water & Electric Board	22,000	19,700	8,300	******	*****	*****			+1+242	*****				
Lane County Electric Coop., Inc	5,200	4,903	8,604	200	150	200	100		150	150	25	150	300	50
Portland General Electric Co	202,500	198,556	7,500	10,000	12,250	5,450	5,700	50	18,500	4,250	1,000	12,900	*****	900
Tillamook P. U. D.	2,170	2,481	1,350	85	60	110	75		100	10	10	150	75	15
Pacific Power & Light Co	201,127	197,924	6,170	26,920	29,099	12,803	9,686	430	36,918	9,143	1,269	26,346		2,264
Benton-Lincoln Electric Coop., Inc.	4,900	4,700		******	*****		+++++		*****	*****			C+1111	
WASHINGTON														
Clark County P. U D. No. 1	27,500	26,706	8,100	1,500	1,500	1,500	500		1,000	200	200	1,000	700	150
Cowlitz County P. U. D. No. 1	19,610	18,000	11,000	1,200	1,500	1,400	600	20	1,500	80	70	1,660	500	90
Franklin County P. U. D	5,550	5,336	7,500											
Grays Harbor P. U. D. No. 1	17,000	16,577	7,960											
Inland Power & Light Co.1	7,300	6,000	10,000									****	*****	
Meson County P. U. D. No. 3	5,076	4,927	6,200										*****	
Pacific County P. U. D. No. 2	5,901	5,795	*****	140	180	230	60		450	150	40	350	100	60
Puget Sound Power & Light Co	166,047	162,852	6,372	3,674	4,243	3,814	554		3,978	123	132	2,915		630
Snohomish County P. U. D. No. 1		44,195	6,750	3,200	3,200	3,200	700	10		500	200		2,500	1,300
Washington Water Power Co	98,986	93,906		10,700	11,000	7,200	4,800		11,500	3,600	650	9,000	12,400	1,300
Lewis County P. U. D. No. 1	10,532	10,388		1111111	Letine						****		2 - 1 - 1 - 1	
Tacoma, Dept. of Public Utilities,		51 200	0.540	E 000	7 000	0.750	1 440		0.640	1 060		4 160		
Light Div	52,300	51,398		5,280	7,200	2,750	1,442		2,640	1,260	****	4,160		
Grant County P. U. D. No. 2	10,300	8,508		40	60	40	40		100	75	50	50	100	50
Port Angeles, Light & Power Dept	4,690	4,612		60	50	60			100	13	50			
Seattle City Light	192,710	188,527		0.40	12,000	10,000			15,000	240	20	10,000	410	105
Chelan County P. U. D. No. 1	13,000	10,958		848	893	860		10	811	312	30		412	125
Okanogan County P. U. D. No. 1	6,520	6,480	6,600	200	150	90	100	10	50	50	20	50	100	10
ALASKA	0.400	/I V\ 0.400	2011		50	00	00		20	00	6	30	80	10
Alaska Light & Power Co				50	50	20	20		30	20	0	30	80	
Chugach Electric Assn., Inc.				******					1 1 1 1 1 1		*****	11.7.1	*****	12111
Fairbanks Municipal	5,300			10.1111	400				0.4	0.4		4.4	05	
Matanuska Electric Assn	1,300			65	40	8	26		24	24		14	25	
Ketchikan Public Utilities				100		75	35		75	25	6	75	100	
Anchorage Municipal Light & Power	6,100	5,816	2,448	1111111	145444									
BRITISH COLUMBIA British Columbia Electric Co., Ltd.														
Vancouver Division	194,000	183,958	3,810	18,750	12,644	13,460	712		4,609	10,056	308	2,941	12,560	450
Victoria Division	40,113	38,520		3,500		625			930	1,500	30		2,100	
British Columbia Power Comm				200000										
HAWAII					2.555	2.000	0.000	400	E 000	4 700	900	405		404
Hawaiian Electric Co				4,650		3,000				1,700	800			600
Lahaine Light & Power Co., Ltd				150		50			100	30	2		50	
Hilo Electric Light Co				450		250			175	200	20		******	50
Maui Electric Co., Ltd	8,550	8,585	2,880	375	300	225	275	8	250	225	20	15	90	40

¹ Consolidated with Pend Oreille Electric Coop. at Newport, Wash., adding 1,200 customers to the system.
* Derived from figures of the Electric League of Los Angeles.

(LY) Last year's report.

							1	PRESENT	SATU	RATION	4 (Perce	ept)				1		DIAC	
Food Waste Disposers	Radio	Yele- vision	Rafrig- erators	Ranges	Water Heaters	Freezen	Room Air Condit.	Auto, Washers	Conv. Washers	Ironem	Dryen	Vacuum Cleaners	Dish- washess	Food Waste Disposers	Radio	Tele- vision	No. Dealers Serving Territory	Did Co. Merchan- dise in 1955?	Pla to 195
																		N	N
200		4 400			0.5			30				0.5	*****	40	06	80	21	No	7 7
300	225	1,400	90	23	2.5	6	9	30	60	8	6	85	4	18	85	80	48	No	N
			65	25	2.5			*****		*****		****			******		60	No	N
260			95	67	65	35	7	40	60	25	12	98	7	6	100		95	No	N
8,000	37,000	46,000	97	15	13	33		- 5			2	44	11	35	100	81	350	No	N
13,000		170,000	85.4	18	9.4	13.7	1.1		2.9 →	14.7	8.1	*****	4.8	2.9	98.3	67.5	2,360	No	N
				15	4										******		23	No	N
	******	******	95	33	18	10	40	50	45	6	4	90	10	10	90	40	65	No	N
		68,710*		10	3			*****		*****			****		******		900	No	N
	90,000*	112,500*	* * * * *	9.9	4.1			+++++			3.6	****		*****		****	420	No	N
			80	42	5						*****						32	No	N
1,812	8,128	22,052	97	20.9	6.6	21.2	5.1	60	40		10.9		5.9	8.7	98.2	72.1	200	No	N
	******	*****				****						****			* * * * * * *	****	****	No	N
50	400	500	85 95	32 33	22	10	7.5	40	40 50	7.5	7.5	95	1	1	100	90	100	Yes	N
30	400	300	,,	33		-		40	50					,					
180		4,000		70	67	20			*****		11	*****	*****	*****		25	175	No	N
119	56	1,420	92.9	77.7	71.6	29.9	.8	33.1	50.8	11	29.4	*****	3.8	1.6	94.6	21.9	35	No	N
*****		******		96	****					****	****		****		******		*****	No	1
10	50	200	98	90	95	15			90	10	15	80	8	3	100	60	20	No	N
600	16,800	20,250	97	78.5	74	22			55	6	23	25	5	*****	00	68	530	No	1
15	75	300	100	25	25	20			20	9.5	30	35 75	3.5	1 .5	28	67	16 652	No	7 7
815	30,215	41,298	95 70	77 52	74 50	16	.1	17	48 53	9.3	23 15	12	3.3		70		65	No	N
100	1,000	2,000 6,000	93	80 90	77 85	17	3	30 30	60 55	13	16 35	80 75	4 2	2	99 100	70 75	35 31	No	7 7
75		0,000	99.8	95	77	20	10	30	50	12	10	80	7	4	+100	60	15	No	h
*****			,,,,,	72.3	66.4													200	,
		******				* * * * *								*****	*****	* * * *	*****	No	h
*****			72	69	72	15		13	****	*****			2		83	70	5	No	1
20		350	65	52	52	18				10	14	59	3		72	11	15	No	1
115		2,185	93	74	73	19			16 ->	13	22	75	4	1	100	64	300	No	1
500		4,000	97	74	65	2			65	3	8 22	75 85	7	6	100	30 68	170 350	No	h
730	10,200	14,500	91	86 61	86 59	16		38	62	21	22	83			92	08	25	No	1
		7 500	98	85.4	70.0	4.5		04	79		33	94	11	5		62	147	No	1
	*****	7,500	70	03.4	78.8	15		21	14		33	74	11	3	******	02	36	No	h
40		200	70	70	70	50		50	70	70	70	75	50	25	50	50	16	No	h
		15,000	96	88	69	15		22			15		5			65	300	No	1
65		3,500	90	75	75	15			75	10	12	92	2	2	100	30	40	No	1
10	250	400	95	95	95	20	10	10	80	5	10	70	5	5	95	70	20	No	h
6	200		98	90	60	10		10	80	10	10	100	5	2	100		8	Yes	,
					60	10		10								****	15	No	1
																	12	No	1
	400																4	No	1
10			60	40	30			2		2	2	70	1	1	90	10	6	No	1
*****			*****	*****							*****	*****		*****	******	****	15	No	1
150	17,650	50,980	80.4	43.6	32.7	4.7	****	10.8	73.4	4.5	3.2	83.7	.8	A	+100	56.3	350	No	-
	2,000		74.3	40.1	15.0			10.1		3.8	1.5			.3			113	No	1
*****			*****					*****									*****	No	
506		5,000	95	44	44	11	5	47	51	11	3		5	6	*****	62.9	200	Yes	,
5			95	85	75	5			50	1	1	10	10	1	95	15	5	No	1
20			19.7	16.6	16.6				33.3	33.3	****						28	No	1



largest number of room air conditioners, 2.34 percent of domestic customers buying, averaging \$7.96 spent per home, but numerically California accounted for better than 26,000 of the 41,224 that were sold in the eleven western states. Average expenditure per home was \$2.24, .66 percent of households buying in this area as a whole. Total volume of business in this appliance was a little better than \$14,000,000. One room air conditioner was sold for every 1.8 evaporative coolers.

Hawaii reports a 4 percent saturation, and an average home investment of \$13.26. Only about .1 percent of customers bought last year, however, and total sales were about \$41,-400. There were no sales of air conditioners reported from either Alaska or British Columbia.

In the West as a whole, room air conditioner sales amounted to about 2.1 percent of the average dealer's total volume of business. This was 2.7 percent for the Intermountain area, as high as 7.9 percent in Arizona.

Evaporative Coolers Are Desert Items

The evaporative cooler originated in Arizona and has found its widest use there. Other western areas with dry climates-New Mexico, southern Nevada and parts of Utah, Colorado and California have adopted this appliance. These states account for the bulk of the \$7,148,400 business reported. In southern Nevada, the saturation has reached 92.8 percent, in Arizona it is 84 percent and in New Mexico 80.5 percent. Arizona reports 7.39 percent of domestic customers buying this appliance, southern Nevada gives a figure of 11.48 percent. The central valley and desert regions of California account for a \$3,687,100 business in evaporative coolers, but because so much of the state does not use them, the average spent per home was only \$.97. Total business reported in the west was \$7,926,500, average investment per home for the eleven western states was \$15.60, average expenditure per domestic customer \$1.27. The appliance accounted for 1.2 percent the sales volume of the average dealer in the West, but was fourth on the list of appliances in volume sales in Arizona, representing 7.9 per-cent of the total. Sales volume was up 5.2 percent in the West as a whole,

although they sold slightly below last year in Arizona.

Automatic Washers Increasingly Important

Washing machines of all types rank second in importance in dealer sales, accounting for 19.5 percent of the total volume. Automatic washers encroach more and more on those of the conventional type, several states actually reporting a drop in saturation of this latter appliance, while automatics forged ahead. Present average saturation tor the eleven western states is 39.2 for the automatic type, 46.7 for conventional washers. Sales reported were 422,283 automatic washers, 125,946 conventional. In other words, whereas in the past wringer-type machines outsold automatics about four to three, last year's sales favored automatics about three to one.

There still remains a steady market for conventional-type equipment, however, and the total of \$18,382,000 worth sold last year in the eleven western states is an impressive figure. Percent of customers buying was 2.01 for wringer-type, 6.79 percent for automatics. Average price of both types of washer sold was down very slightly (from \$2 to \$3) over last year's average figure. Total money spent for automatic washers in the West was \$113,594,000. Sales are reported slightly down for automatics in Idaho, but up by 28 percent in the eleven western states. Conventional washer sales dropped in four of the western states, but the total sales in the West averaged 2 percent above those of last year. Over 4,677,800 homes of the West have washers of one type or another, leaving only 876,150 homes without.

Hawaii, where spinner-type washers once held high preference, now reports 5,815 automatic washers sold to 2,155 of the conventional type. Saturations average 50 percent for conventional, 43 percent for automatics. Average investment per home is \$189.17, of which \$115.67 is for automatic equipment. Total volume of washer business was better than \$1,803,000. Only 7 percent of Island homes are still without washing equipment of any kind.

Alaska reports 1.95 percent of its customers bought automatic washers, while another 1.04 percent purchased the conventional type. Total volume was about \$160,300. Average investment per home is \$141.43, of which the largest amount (\$125.88) is for conventional-type equipment. Saturation for this type is given at 85.6, for automatic washers at 5.8 per cent.

In British Columbia the conventional-type washer still reigns supreme. Not only is its saturation percentage higher—74 percent as against 11 percent for automatics, but it still outsold the automatic type two to one, the figures being 13,860 wringer-type and 6,558 automatics. However, automatic sales were up by 19 percent, while wringer-type washers were 4 percent up. Washer purchases were made by 7.3 percent of households. Total vol-

ume of washer sales was about \$1,800,000 in U. S. values. About 338,350 homes have washers of one type or the other, about 42,730 are without.

Ironers Lose Ground

The ironer was the only appliance to lose ground during the year. Washington, Colorado and New Mexico report an increase in sales, but the drop in all the other states was sufficient to bring the total for the year to 10.4 percent below last year's figure. At the same time many of the reporting utilities chose to reduce the saturation figures on this appliance, which now stands at an 11 percent saturation in the eleven western States. Highest saturation was reported from southern Nevada and Idaho, lowest from New Mexico.

There are now about 667,860 ironers in use in western homes, but over five and a half million households in this area are without this appliance. Some 24,750 ironers were sold in the West last year, not quite half of them in California. Southern Nevada did the best job percentagewise, 1.09 percent of domestic customers in that state buying this appliance during the year. Total western sales amounted to \$5.347.725.

Hawaii, which has done a good job of ironer selling in the past, with a reported 13 percent average saturation, sold a few less ironers last year than in 1954. Total number of ironers sold about 850, total business volume, \$187,175

Alaska reports only about 50 ironers sold during 1955, which, at that, was triple the business reported last year. Present saturation is given at 5.8 percent. About 1,550 ironers are now in use, but some 25,125 homes lack the appliance. Total volume of business done was about \$10,370.

British Columbia homes have not as yet taken to the ironer. Present saturation is about 4 percent and only .18 percent of domestic customers purchased during 1955. Total number sold was about 3 percent under 1954 figures, but as the average price of ironers purchased (in United States averages) was about \$12 higher, the \$89,200 business was slightly above in dollar volume. Total number owned in British Columbia, 12,108; homes without—269,050.

Saturation figures, representing past sales, show that one ironer was sold to about every eight washers in the eleven western states. Present sales are about one ironer to every 22 washers sold.

Dryer Sales Boom

Most spectacular rise in sales volume is reported for the dryer, which last year accounted for a \$40,342,460 business in the West. This meant the sale of better than 175,400 dryers, a 46.9 percent increase over 1954. Average saturation for the eleven western states was 10.6 percent, 4.6 percent above that of a year ago. 2.82 percent of domestic customers bought dryers. Best job of selling in the past is reported from Oregon, Montana, Idaho and southern Nevada, all with satura-

tions above 20 percent, with Washington not far behind at 17 percent. Oregon had 8.6 percent of domestic customers buying. Washington and Montana both average 4.8 percent of customers buying. About 656,780 homes in the West own dryers, 5,557,600 do not. Sales in this area average one dryer to every seven washers sold.

Saturation of dryers in Hawaii had reached 3 percent by the end of 1955. About 712 dryers were sold during the year, which was 47 percent more than last year. Total business done in this appliance was about \$163,760.

Alaska sales of dryers were up about 80 percent this year. Present saturation is 5.8 percent, average percent of customers buying 1.18 and total volume of business done about \$110,400.

In spite of a similar climate to our own Pacific Northwest, the Canadian side of the border has been slower in accepting dryers. Present saturation in British Columbia is 3 percent. But business this year was slightly above last year and volume of sales reached about 3,448 dryers, which, at U. S. prices, would be a \$793,000 total. Some 8,150 homes own dryers, about 273,000 do not.

Vacuum Cleaner Sales Vary

Vacuum cleaner figures are not kept by many utilities, and as a consequence both sales and saturation figures in the past have been based on somewhat inadequate reports. Better returns are available this year, but they are still not as complete as for most other appliances included in this survey. For some reason saturation figures have been revised downward and now stand at an average of 65.5 for the eleven western states, although many companies report figures in the 80's and 90's.

On the other hand sales of this appliance averaged a 6.1 percent increase for the eleven western states, enough states reporting higher sales to more than offset the slight drop reported from Colorado and California. Washington, Oregon and Utah, from all of which sales reports are relatively complete, show a substantial increase and also report high saturation levels. For what the figures are worth, about 4,069,822 western homes own vacnum cleaners, 2,144,562 do not. Some 364,771 vacuum cleaners were sold this year in this area, amounting to a \$32,099,850 business. 5.87 percent of customers bought. The average investment per home stands at \$57.64. The average price of cleaners sold this year was about \$8 below that of 1954. One in every 17 customers bought. Vacuum cleaners accounted for about 4.7 percent of the average dealer's

Hawaii reports a 49 percent saturation, which means a few more homes without than with the appliance. Average investment per home is \$43.12. Sales amounted to some 1,310 vacuum cleaners, off ten percent from last year; 1.4 percent of households bought, per home and the total volume of

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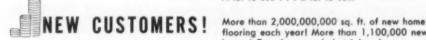


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Buyer's Name



business was about \$115,280.

Alaska reports a 80.8 percent saturation, with an average investment in this appliance per home of \$71.10. Sales this year reached about 8.26. 3.3 percent above last year's total for companies reporting both years. Percent of customers buying—3.1; expenditure per household—\$2.73; total sales volume—\$72,700.

British Columbia companies, which keep fairly accurate records, show a 84 percent saturation for vacuum cleaners, slightly above the figure of last year. Sales, which amounted to 17,623, were 32 percent more than in 1954, 6.3 percent of domestic customers buying. Total sales volume (in U. S. values) was about \$1,550,500.

Dishwasher Sales Increase

Dishwashers were among the appliances which showed a better than average increase, sales being up 32.6 percent over last year for the West as a whole. Present saturation of this appliance is reported as 5.7 in this area, up 1.5 percent over last year's report. This means that whereas 353, 879 homes already owned dishwashers, 5,860,505 homes are without. Number sold last year in the West was 450,540. Percentage of customers buying was .73, total volume of business was \$13,659,000. Dishwasher sales made up about 2 percent of the dealer's total sales volume.

Hawaii figures are not too different. Saturation percentage is 5, percent of customer buying .7. About 705 dishwashers were sold, 20 percent more than in 1954 and the total volume of sales was \$211,500.

Alaska saturation is reported as 2.9, but the reported sale of 64 dishwashers is about 43 percent above that reported last year. .24 percent of households bought the appliance in

1955; total sales volume in the territory was about \$19,200.

British Columbia, always a bit slower than the states in taking up household innovations, reports less than I percent saturation, and but .2 percent of households buying this appliance in 1955. This means that not more than 2,235 dishwashers are owned in the province, and that only about 594 were sold last year. Volume of business amounted to \$211,500, which represented only .4 percent of

total appliance sales.

Food Waste Unit Sales High

Increase in sales of food waste units more than matched that of dishwashers, being 48.6 percent above those of last year in the eleven western states. Numerically the number sold (67,519 in the West) exceeded that of dishwashers, although the dollar volume at \$7,764,700 was less. Food waste units now account for about 1.1 percent of the average dealer's sales. Saturation figure for this appliance

Saturation figure for this appliance in the West is 6.1 percent. Best job of selling in the past has apparently been done in southern Nevada, followed by Arizona, Colorado and California in that order. Total number owned in the West is 378,904, leaving 5,835,480 homes without this appli-

Hawaii reports a 5.4 percent saturation (5,420 homes owning, 94,467 without), an average investment per home of \$6.21, some 576 food waste units sold during the year. Alaska dropped its reported average saturation figure to 1.5 percent and records a token sale of about 64 units during the year, which was below that estimated for last year. Total sales volume was about \$7,360.

Food waste units, again, are not among the appliances which have found wide acceptance in British Columbia. Saturation is estimated at .4 percent and not more than .1 percent of households bought units during the year. About 227 appliances were sold, at a total sales volume of \$26,105 (U. S. prices). This was about 30 percent above last year's estimated sales.

Radio Sales Continue Strong

There is a radio in almost every home of the West and several in a large proportion of them. Average saturation in the various states varies more with the method of calculation than in actual fact, being estimated at 97.6 percent for the West as a whole. This means that practically all sales are replacements, or add another radio in a home which is already supplied. Nevertheless, about 514,549 radios were sold, 8.28 households out of every 100 buying one. This means a 13.6 percent increase in business over 1934 estimates. Total volume of business was \$15,951,019, representing about 2.4 percent of all retail sales of appliances included in the survey.

Hawaii reports a 95 percent saturation, a sale this year of 6,295 sets, which was 29 percent below the figure reported last year for the share belonging to companies reporting for both years. Total sales were about \$195,145. Percent of customers buying was 6.3.

Alaska has a saturation of 91.6 percent, 2,100 sets sold (48 percent above last year's figure), 7.87 percent of customers buying, and a total sales volume of about \$65,100.

British Columbia, which reports a saturation of more than 100, says about 23,201 sets were sold last year, which is 28 percent below last year's

estimate. Total sales volume about \$719,231.

Television Continues To Break Records

Television's growth has been so rapid that it is difficult to obtain accurate figures of sales and saturations. Only last year a large part of the West acquired its first TV stations. Figures which were then given for local signal areas and of necessity expanded to cover entire state areas, were probably somewhat high. This year the sales and saturation figures reported are rather on the low than the high side.

There is no question that television has become the number one volume builder for the electrical dealer, accounting on the average for 24.3 per-cent of his business. This year the West spent about \$164,756,820 for television sets, or an increase of 10.4 percent above last year. In the Los Angeles signal area, for instance, it is estimated that 330,820 sets will be sold by the end of 1955. Sales have been running 30 percent above last year. Because this area is served by several utilities, however, it is difficult to unscramble the distribution of sales and set ownership-hence most of these sales have gone unreported. Similarly, the high saturation figure for this area, 90 percent last year and probably about 97 percent this year, has not been permitted to exert the influence it should on the saturation average for California and the West as a whole.

When averages for other areas alone are used, the year's total of sales for West appears to be 716,334. However, actual sales reported from other California areas outside Los Angeles (not in any way expanded to cover districts not reporting), added to Los Angeles sales, actually bring the figure of California sales to about 100,000 above the figure reported in our tables. Similarly, the actual number of sets owned as reported by northern California companies, if added to the 2,202,126 sets reported from the Los Angeles signal area, would bring the total figure to a good half million above the total arrived at from utility reports included in the table.

Even on the basis of reports which are in, however, the figures are remarkable enough. Average saturation of television in California is given as 77.3 percent, with Utah, New Mexico and Arizona well above the 70 mark, and Colorado averaging 69.3 percent, and the West as a whole 69.4 percent. This includes several areas, such as portions of Montana, Idaho, Wyoming and Nevada, where signal coverage is weak and saturations naturally low. Los Angeles reports 886 color sets sold by September, 1955. TV sets were bought by one out of every 9 homes in the West, by better than one out of six in Idaho and New Mexico.

Hawaii has just begun to enter the television boom stage. Typical is one Maui area where, because a new station had gone in this year, sales for the year were actually estimated at 50 percent higher than the "present

saturation" given in September. Saturation for all the islands reporting is averaged at 58 percent, which means about 58,139 sets in operation. About 10,200 sets were sold during 1955, one in every ten customers buying. Total sales volume was \$2,346,000, which is about 70 percent above the figure reported last year when similar reporting areas are compared.

Alaska for the first time begins to figure in the television reports. From no report last year, this year estimates a 4.8 percent saturation. Sales are not yet large—about \$29,670 actually re-

British Columbia went overboard last year in television buying. There was rather general cut-price selling, which has not seemed to give great concern to any involved, but which resulted in 25.8 percent of domestic customers buying a set—or better than one in every four. Present saturation is estimated at 54 percent, and total volume of sales at \$16,692,000, which is 30 percent above last year's total. About 72,574 sets were added to the lines, bringing present ownership to about 150,740, with 130,400 homes still without TV.

Most Western Utilities Do Not Merchandise

The question of whether or not utilities shall merchandise is answered for the most part in the West in the negative. Out of the total of 115 companies reporting, only eleven are actively selling appliances. Of these one is reported from California, one from Alaska and two from Hawaii. Idaho reports two companies, including the Idaho Power Company, which gives a modified "yes." Wyoming has two companies in the "yes" column and Colorado three. All other utilities leave this activity to the dealer. None report any contemplated change next year.

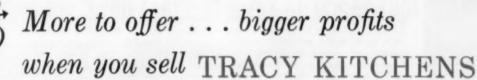
Bright Future Ahead

All western experts seem to agree that there is a bright future ahead for this area. The entire section is expected to continue its high rate of growth, with California topping the list. This means a continuation of the high building records which this last year greatly exceed the national average. As average incomes on the Pacific Coast also run higher than national figures, the prospect is for the achievement of new records in the years to come.



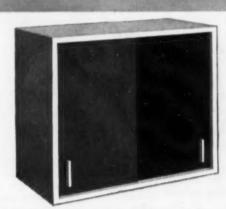
"YOO HOO, WE'RE OVER HERE NOW, MRS. BOOTH. THAT'S GEORGE'S HI-FI SET."

STAINLESS STEEL! EASY PLANNING!





SATINY STAINLESS STEEL SINKS-how the women love them! Capitalize on the decorator swing to stainless steel with lustrous, lifetime Tracy sinks. Sizes to fit every kitchen. Underbase cabinets in white or Tracy Contemporary Colors.* Sell stainless steel! Sell color! Sell Tracy!



GLAMOUR COLOR SCHEMES! Tracy's exciting new Pic-A-Dor cabinets let every woman have her own way at NO extra cost to you or her. They're the only steel cabinets with sliding doors that can be ANY material, ANY color. Steel cabinets come in white or Tracy Contemporary Colors.*



CABINETS FOR BUILT-INS. Tracy has the most advanced and flexible line of cabinets yet designed for built-in ovens and drop-in surface units. Cash in on the tremendous trend to built-ins and start "full-kitchen" sales. Available in white or Tracy Contemporary Colors.*



COMPLETE LINE. With Tracy, you have the line variety for every kitchen plan. Stainless steel and porcelain sinks; wall, base and special-purpose cabinets; drop-in bowls, high oven cabinets . white or Tracy Contemporary Colors.* Only Tracy offers such a versatile kitchen line!

*ALL THIS . . . AND COLOR, TOO! The full Tracy Line is available in white and Tracy Contemporary Colors-Turquoise, Pink and Yellow.



Dept. EM-1, Tracy Kitchens Division Edgewater Steel Corp. P. O. Box 1137, Pittsburgh 30, Pa.

Send full facts on making money with the Tracy Kitchens line

NAME ADDRESS



come on along with the BIG things coming from Tracy!

foremost producers of stainless steel sinks and quality steel kitchens



er outsold the conventional wringer or spinner type by a ratio of three to one, increasing its lead over the previous year when the ratio was two to one. A total of 3,187,000 automatic washers were sold in 1955, compared to 2,401,000 units in 1954, a gain of 32.7 percent. At an average retail price of \$268.84, that means automatics accounted for a total dollar volume of \$856,793,100, compared to the previous year when the average price was \$272.31 for a total volume of \$653,816,300—a gain of 31 percent in dollars.

Conventional washers slipped less than one percent from the previous year in unit sales, which means that there is still a surprisingly strong market for wringer machines in many parts of the country. Sales of conventional washers in 1955 were 1,200,400 units compared to 1,209,400 units in 1954, a decline of only 0.7 percent. It might be said that while the automatic in the past few years has made its spectacular gains at the expense of wringer machines, that this process may have been arrested and that conventional wringer-spinner machines will stabilize at well over one million units a year in the foreseeable future. The price differential in the two types of machines, of course, has a considerable bearing on the selection by lower income groups. The 1955 average price of conventional washers was \$146.33, which gave them a total dollar volume of \$175,654,500. This compares with 1954's average price of \$148.62 for a total dollar volume of \$179,741,000 or 2.3 percent down.

Lumping both automatic and conventional washers together, we get total sales for the year 1955 of 4,-387,400 units. This compares with the previous year's washer total of 3,610, 400 units (revised) or an increase for total washer business of 21.5 percent. Only two other years during the postwar era came close to equalling the unit figures for 1955. This was 1948 when 4,195,600 units were sold and the famous Korean war scare buying year of 1950, when 4,272,580 units were sold. It might be well for those students of industry to note that it was not until 1934 that over one million washers were sold annually. Business today, therefore, is well over four times the size it was 20 years ago.

Clothes Dryers

That whopping, post-war spectacular among major appliances, the clothes dryer, enjoyed its biggest year to date in 1955, with a total of 1,450,-

500 electric and gas dryers sold, compared to 940,900 the previous year, an increase of 55 percent. Electric dryers outsold their gas counterparts by a ratio of three to one-the same ratio, incidentally, automatic washers enjoyed over conventional machines. Electric dryer sales in 1955 amounted to 1,085,500 units compared to 697, 700 units in 1954, or an increase of 55.6 percent. The average retail price of electric dryers declined slightly in 1955 from \$219.35 the previous year to \$210.37. The total dollar volume, therefore, amounted to \$228,356,660 for electric dryer business compared to \$153,040,500 the year previous—a dollar volume increase of 49.2 percent. Gas dryers sold 365,000 units compared to 243,200 in 1954, for a gain of 53.3 percent in units. It is interesting to note, therefore, that the gas dryer business came close to equal-ling the percentage gain in sales of electrics for the year, an indication that the gas utility companies are putting vigorous advertising, promotion and sales efforts behind gas dryers. Average gas dryer retail prices were \$248.88 giving a total dollar volume of \$90,841,000 for the year, compared to \$62,590,000 for the year previous, or a dollar gain of 45.1 percent.

Ironing Machines

Of the three major devices making up domestic laundry equipment, only the ironer seems to be losing ground rather than gaining. However, the 88,-630 ironers sold in 1955 were only 1.4 percent less than the 89,840 units sold in 1954. Average prices increased slightly from \$203.60 in '54 to \$210.70 in '55, for a total dollar volume of \$18,674,300 for ironing machine business, a gain of 2.1 percent.

In view of the constantly increasing mechanization of the home laun-

Two Years Statistical Summary Ironing Machines

	1955	1954
Units Sold	88,630	89,840
Average Retail Price	\$211	\$204
Retail Value	\$18,674,300	\$18,291,000
	Jan. 1956	Jan. 1955
Homes Owning	4,217,700	4,144,000
Homes Without	41,782,300	40,633,500

dry, this decline in ironer business is somewhat difficult to understand. True, it is not a completely automatic, push-button device, such as the automatic washer or dryer; it still requires adequate demonstration and follow-up in the home to insure the customers knowledge and satisfaction in use. Further, there is the possibility that sales of dryers which eliminate some of the ironing function in certain types of clothes, have tended to hurt the sale of ironers. The dealer's natural preoccupation, too, with fast moving items such as television, re-frigerators, washers and room air conditioners, may have taken some of the spotlight off the ironer. Even so, it is surprising that a device that sold close to 600,000 units in 1947 should have

declined progressively from year to year, until today when less than one sixth of that number are being sold. Inasmuch as both 1954 and 1955 stabilized at close to 89,000 units, it is possible that this erosion process has been arrested and that ironers may once again resume their steady climb to become an important integral factor in the home laundry equipment picture.

Replacements and Trade-ins

Our annual replacement and trade-in survey for 1955 reveals some interesting figures on home laundry equipment. Over 300 dealers contributed to the information which showed among other things that 79.2 percent of them were selling washers, 69.4 percent selling dryers and 33 percent selling ironers. During the first eight months of 1955 these dealers reported average sales of 38 washers, 14 dryers and 5 ironers. On washers, 28.7 percent of their sales went to homes not already owning and 71.3 percent were replacements; on dryers, 91.7 percent were new sales and only 8.3 percent constituted replacement business; ironers showed 87.3 percent going to homes not previously owned and only 12.7 percent representing replacement business. In the washer business, 74.5 percent of the reporting dealers accepted trade-ins; only 16 percent would take trades on dryers and an even smaller percentage, 5.9 percent, took trades on ironers. But in the washer business, the percentage of trade-ins to total units sold amounted to 47.7 percent, whereas with dryers and ironers, they were less than 5 percent. As in previous years, these figures show a marked discrepancy between total replacement volume and trade-ins. In washers, for instance, 71.3 percent were replacement sales, yet only 47.7 percent represented the acceptance of a trade-in. The difference may be accounted for by the fact that many people keep their old washer as a standby, and many of them are given to friends, relatives, etc. Of the washers taken in trade by the reporting dealers, 41.8 percenthalf-were junked outright; 24.2 percent were rebuilt and sold; 20.6 percent were resold at "as is"; and 13.4 percent were still on hand. The ironer business shows a somewhat similar disposition, 44.5 percent of the trades being junked; 22.2 per-cent rebuilt and resold; 22.2 percent being sold "as is" and 11.1 percent still on hand. Only 7.8 percent of dryers taken in trade were junked; the highest percentage, 37.2 percent, were rebuilt and resold and 27.5 percent were resold "as is"; another 27.5 percent were still on hand.

All the foregoing figures point conclusively to the fact that washers are being sold more and more in a highly saturated replacement market. Our latest figures show that 84.1 percent of wired homes now own washers of one type or another, and only 15.9 percent remain to be sold for the first time. There is solid evidence, of course, that the introduction of the automatic is highly responsible for the

relatively high rate of trade-ins and replacement sales—a process that should have an important bearing on the business for years to come.

Seasonal Sales Patters

The sale of washing machines by months shows a remarkably consistent pattern with no period of the year outstanding. Clothes dryers, on the other hand, seem to hit their peak in the last quarter of the month and their low period during the months of April through July. Ironers, too, tend to peak in October through January, with the low period in the summer months of June, July and August.

Sales by Regions

As usual, in 1955 ELECTRICAL MER-CHANDISING conducted its 12th Annual Survey of Appliance Sales and Saturation by utility regions. A total of 254 utility companies, serving almost 80 percent of the wired homes in the country, provided the data. Washing machine business was reported by 170 of the companies for their areas and showed sales increasing 14.71 percent for 1955 over 1954. Broken down, figures showed sales of 78 washers per thousand customers served in 1955 compared to 68 per thousand customers in 1954. Projected nationally, that would mean the sale of 3,592,600 washers in 1955 as against 3,045,548 in '54. The South Atlantic, East South Central, West South Central, Mountain and Pacific regions were above the United States average in washer sales.

Utility reports on dryers were garnered from 187 companies and showed dryers with a 53.85 percent increase in sales (on a per-thousand-customers basis) in their respective territories. Projected nationally, therefore, overall dryer sales would amount to 933,800 in 1955. In other words, 13 dryers were sold per thousand customers in 1954 and in 1955 sales reached 20 units per thousand customers. Above this national average were the East North Central, West North Central, Mountain and Pacific re-

Utility reports on ironer sales, provided by 151 utilities showed sales of 133,400 ironers in 1955, or 25 percent below the previous year's 179,150 units. In other words, utility reports from their areas show ironer sales of only 3 units per thousand customers in 1955 as compared to 4 units per thousand in 1954 and 5 units per thousand in 1953. The only regions to report an increase in ironer business was the West North Central region where 7 units were sold per thousands.

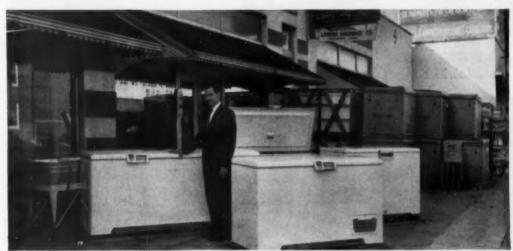
Design Trends

The November, 1955, issue of ELECTRICAL MECRHANDISING, contained a complete summary of all the new design and performance features of automatic washers and dryers.

Flexibility of operation is the outstanding feature of 1955-56 automatic washers and dryers.

The new washers not only automatically go through with a complete wash-rinse-spin-dry cycle at the flick (Continued on page 294)

"I SELL 24 REVCO FREEZERS A MONTH. My customers want large chests and only Revco gives me a full range of sizes at prices that net me a profit."



W. Bain Jones of Lowder Hardware Company

Revco Chest Freezers
Are Selling Fast . . .
AND HERE'S WHY:

1

Only Revce has a complete line of large chest freezers in different price ranges.

2.

Revco can prove the lowest cost per cubic foot.

3.

Revce can prove (with a startling consumer demonstration) the fastest freezing action in the industry.

4

Only Revce has the advantages of an all-aluminum liner with aluminum tubing bonded to the liner.

You are not really in the freezer business without the Revco Chest Line



larrell Johnson, Mrs. E. A. McDonald, E. A. McDonald, Dru Lyle, Bobby Varnadore and Gordon Carter.



John Burke, T. B. Merritt, Buck Stephans, Junior Stephans.

COMPLETE STORY TODAY!

Let us prove to you why so many dealers are realizing new and important profits from Revco freezers. Now, more than ever before, you need the profitable Revco large chest freezer line. This coupon will bring all the facts promptly.

according to W. Bain Jones of Lowder Hardware Company in Albemarle, North Carolina

"Our trade is made up mostly of farmers and they want large freezers. We have made it a practice of giving the customer the best product for the money. That's why we have been successful in selling Revco chest freezers. We think Revco is the most trouble-free freezer and we display them right on the sidewalk. I predict an increase of 25% in Revco freezer sales in 1956." adds Mr. Jones.

"Our customers want large chest freezers. We've sold 52 Revco large chest freezers in a month. We prove Revco's lower cost per cubic feet."

> says E. A. McDonald, of McDonald Furniture Company in Alma, Georgia

"Rural customers are better satisfied with larger chests. When we use the Revco demonstration kit to prove the Revco Faster Freezing Action and show its lower cost per cubic foot, we find easy sales. Uprights and small chests do not fill the farmers' needs, that's why we like Revco's full line of large sizes."

"We expect a 33%% increase in Revco sales this year. Our customers want the large service-free chest freezers with Revco's features."

T. B. Merritt, Merritt Electric Company of West Point, Georgia, reveals in an interview.

Mr. Merritt says that selling Revco freezers makes it possible for him to use a "use the user sales program" because Revco chest freezer customers are always satisfied. "Our customers are small farm owners and mill workers—all with larger families—and they want economical, service-free large chest freezers. With the Revco line we have a model and size to fit every customer's needs," continues Mr. Merritt.

-	
Rev	CO
16.	









REVCO, INC.

Deerfield, Michigan

MAN IS SELLING

APPLIANCES AND TV SETS

...it's his specialty

Laurence Wray helped kiss the ice man goodbye. He's ELECTRICAL MERCHANDISING's Editor. Sometimes, he looks over the Hudson at a transatlantic liner from his 30th floor office and thinks. That's the toughest work there is .. brainwork. That's his job

Larry sees the whole Industry picture. He recognizes the really vital subjects and gives them the attention and thought they deserve. He has always done so during his 25 years with ELECTRICAL MERCHANDISING. He will continue to do so.

Larry's desk marks the center of a communications web. His staff and researchers feed him the raw material of their findings continuously. Larry is flooded with sales and distribution figures. He constantly evaluates reports of dealer and distributor interviews and moves by manufacturers. His finger is always on the appliance-radio-TV Industry's pulse.

His many interests make him a fine after-dinner conversationalist. He appreciates good music, is keenly interested in water colors, has focused a Leica for years, plays the kind of golf which breaks a competitor's spirit and reads everything from Henry James to The New Yorker. He keeps up with the times and is in no rut . . . neither is his magazine.

Probably no other editor has keynoted so many national appliance-radio-TV Association meetings. He can be depended upon to speak out and let the chips fall where they may. It takes courage but he does away with arguments with documented facts. That's Larry.

NEMA once asked him to write a book about selling appliances. He researched, wrote, edited and indexed "The Electrical Appliance Sales Handbook" and set some kind of record doing it. It took only three months. It's still the only one of its kind.

Since Laurence Wray became Editor he has made ELECTRICAL MERCHANDISING easier to read. He uses advanced techniques, advocates more good pictures and picture stories and uses new ideas readily. However, he only changes to increase readership... to get an idea off the page and into the reader's mind.

Under Larry the entire January issue was devoted to marketing facts and individual market studies for the first time. And for the first time the Industry called it the "Bible."

Perhaps his greatest strengths are his years of experience, his inquiring mind and facility of expression. But it would never do to forget his warmth and his love for a good story. He skippers a happy ship. People like to work for and with him.

Perception, talent, heart and understanding typify Larry Wray. Each issue reflects his knowledge of dealer problems. Under his guidance his staff delivers the kind of editorial performance he wants month after month. It is the kind of performance which makes advertising most effective.

Because of the things Larry Wray stands for top dealers and distributors all over America buy ELECTRICAL MERCHANDISING. They know the McCoy when they see it. They read the advertising like they do in no other publication. They get a lot out of it. So do advertisers.

Use ELECTRICAL MERCHANDISING regularly. You'll get a lot out of it too. You'll find your advertising dollar working harder and going further to build distribution and cut sales costs.



A McGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.

alone

will

cover the market alone



Home Laundry

CONTINUED FROM PAGE 290 -

of a switch, but flexible controls have been added that make it possible to repeat or skip any portion of the cycle. Many new models have water-saver devices to control the amount of water used for each wash according to size and type of wash load. Other models particularly the agitator types, have single dial, dual controls that provide two separate and distinct wash cycles (a full cycle for regular loads, and a shorter one for small loads or fine fabrics). A pre-soak, setting in some models further increases adjustability and flexibility.

Suds-savers continue popular. Some are built into the machine, others are offered as extra accessories. Load-balancing and protective switches, and levelling devices are found in practically all new models. Bolt-down requirements are a thing of the past.

Buzzers and bells signal when the wash is completed; instructions are permanently-fired on doors or lids; and agitator type washers feature over-flow rinsing to float away soap and scum.

Dryers have become more flexible too. Controls have been improved to include adjustable thermostats that provide high, low, and medium heats. In addition, it is now possible in some new dryers to tumble clothes without heat, using air-flow only; or to dry without tumbling, with the cylinder stationary. One maker features a sprinkler accessory, another has an adjustable rack for hanging sweaters

and nylons in a stationary cylinder.

Doors have been improved for easier access, and safety controls automatically turn off all mechanism when the door is opened. The interrupted drying cycle is resumed when door is closed. Lint baskets are larger and easier to clean. Many have removable nylon bags. Violet ray ozone lamps, illuminated interiors, fired-on instructions, bells to indicate end of drying cycle, and/or to signal that the linttrap needs emptying, are other features.

Estimates for 1956

Predicting the course of industry for the coming year is a risky business. However, for those who are interested, the following projections on sales, based on the best estimates we can gather, are as follows:

Automatic washer business will increase from the 3,187,000 units sold in 1955 to 3,243,750 units in 1956. Conventional washers will drop from 1,200,400 units in '55 to about 1,-050,000 units in 1956. Overall washer volume, therefore, would amount to 4,293,750 units in 1956, a slight decrease from the total of 4,387,400 units sold last year. Electric dryers are expected to increase from 1,085,500 in '55 to 1,229,375 in 1956. Gas dryers are also expected to increase from the 365,000 units sold in 1955 to 452,000 units in 1956. The combined electric and gas driver business, therefore, should reach 1,681,375 units in 1956 compared to 1,450,500 units sold in 1955. Ironing machines are expected to take another slight drop from 88,630 units sold last year to 83,700 in the coming year.

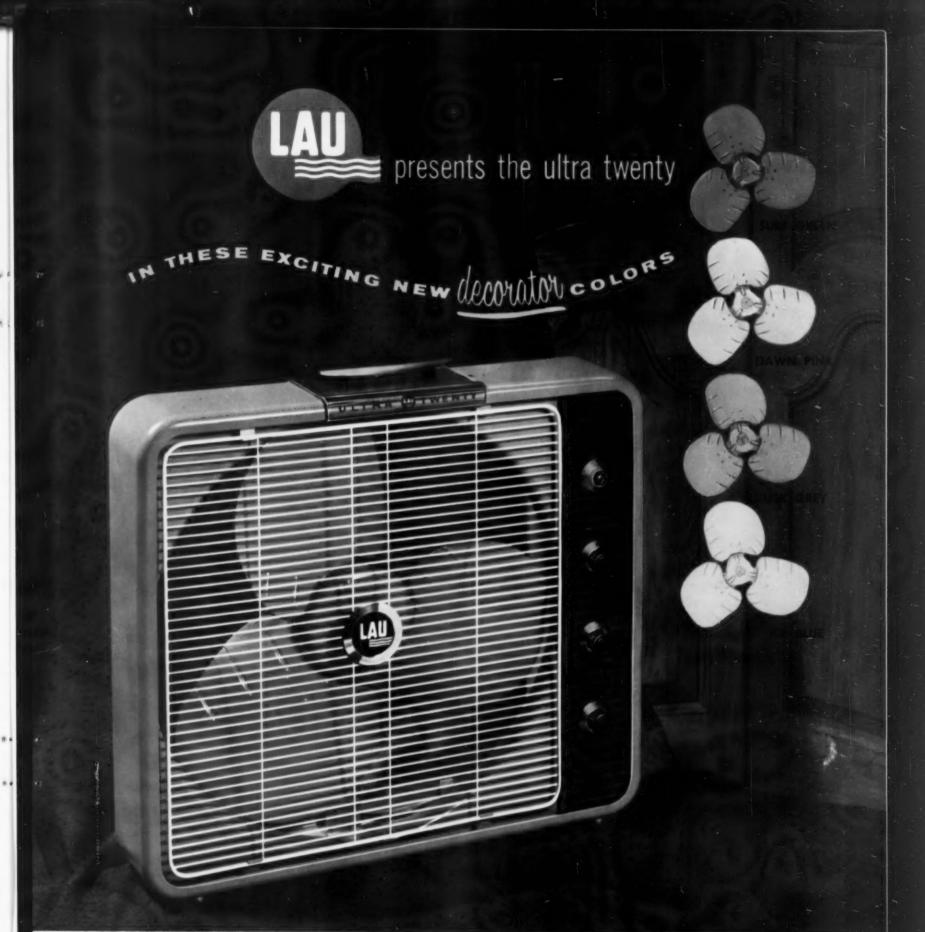
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VACUUM CLEANER DIVISION

CLEMENTS MFG. CO. Dept. A, 6650 S. Narragansett Ave., Chicago 38, III.

Specialists in vacuum cleaning equipment



Your Outstanding 1956 Fan Line! breathtaking new beauty... plus intensive promotion...



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LOOK TO FOR LEADERSHIP IN THE FINEST FANS FOR '56

All new...all revolutionary...all loaded with SALE-able Features



NEW ULTRA TWENTY

, new, for the first time in ANY fan line, this new, exclusive 20 inch fan in four decorater colors and with features everyone will appreciate. "SAF-T-EYE", tells at a glande if power switch is en. THREE-SPEED Control for high, medium at low speed. Electrical Reverse for intake at exhaust. Built-in thermostal controls fan automatically , , just set and ferget. Fingerproef blades on both sides. Adjustable spacer panels included. Fan sizes 22"x26"x5\4", meves 3950 c.f.m., equiv. NEMA rating (2500 PFMA rating), weight 20 lbs.



MODEL 1256-T

NEW "TWIN TWELVE"

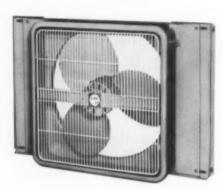
... another revolutionary LAU development for 1956. A "twin" fan for intake or exhaust ... slim, trim, quiet and powerful. For narrow casement windows, for all sosh type windows, use it on table, window sill or floor. Easy to carry from room to room. Big, quiet-running twin blades bring in cooling breezes or exhaust hot, stuffy air. Fon will cool several rooms in home or apartment. Surf green bakedon enamel. All welded frame. Overall size 16"x34"x51/4". Fan weight 28 lbs. moves 3120 c.f.m., equiv. NEMA rating.



Fits Awning or Sast windows (bracket provided for sast



Hanger bar includer for casement win dows. No interfer ence with window



MODEL 2056-RW

NEW "SPECIAL TWENTY"

... an all new electrically reversible window fan for intake er exhaust. Has full 20" balanced aluminum blades and adjustable, built-in side spaces to fit windows 30" to 38½" wide. It's a SAFE fan toe, with fingerproof all chrome guard. Has five-position control switch, multi-speed motor. BIG features at a small price. Fan size 22½"x30"x6", weighs just 28 lbs. Moves 3950 c.f.m., equiv. NEMA rating 12500 PFMA rating). Shipped complete ready 50 attach to window frame.



NEW "SUPER SIXTEEN"

, , , here's futura styling by Lou "America's most imitated fam line" with all the features that made it so popular plus new sturdy centrals, "comfort grip" expanding handle, popular "Title-Breeze" stand and gold trim plate under handle. The "Super Sixteen" is a versatile fan for dozens al uses around home or office. Weighs just 21 lbs., moves 3000 c.f.m., equiv. NEMA rating (1900 PFMA rating), compact overall size 18"x18"x5"x5", Finished in Surf green baked enamel with white lingerproof guards both sides.



MODEL 2056-\$

NEW "SUPER TWENTY"

... popular 20 Inch fan new with new styling to attract more customers than ever! Has new 3-speed switch and automotic thermostat installed at top. This model comes with metal spacer panels for window installation, for intoke or axhaust. Has all features of the super sixteen yet is more powerful. Size 22"x22"x5½", moves 3950 c.f.m., equiv. NEMA rating (2500 PFMA rating), weighs 25 lbs. Has 10' power cord and white removable fingerproof guards on both sides of fan. Will cool an apartment or several rooms.



MODEL 2454-WR 2

THE BIG TWENTY-FOUR

... for cool gentle breezes through every room in the home there's no better fan than a Lau 24 inch model. It's a belt-driven fan with 2-speed, electrically reversible moter and it moves 5500 c.f.m., equiv. NEMA rating (4000 PFMA rating). Graceful in appearance, finished in surf green baked on enamel with white fingerproof front guard. Easy to install. Comes complete with all fittings.



LAU Fans will be promoted on the Steve Allen "TONIGHT" Show, NBC Television during the 1956 Fan Selling Season

All Lau Fans Carry a 5 Year Guarantee See Your Distributor or Write us Now

Lau Fans are Wonderful for Increasing the Efficiency of Window Air Conditioners

Litho in USA



LAU FANS, Division of The Lau Blower Company
DAYTON 7, OHIO . Kitchener, Ont., Canada . Azusa, Calif.



ing an average of 44 refrigerators and 9 home freezers. Of the refrigerators sold during that period, 72.1 percent were replacement sales and only 27.9 percent went to homes not previously owning a refrigerator. In contrast, only 12.6 percent of the freezers sold were replacements and 87.4 percent of the freezers were sold to homes not previously owning them. As might be expected in a preponderantly replace-ment market, the importance of the trade-in cannot be overestimated. A total of 81.7 percent of the dealers reporting were accepting trade-ins on refrigerators, but only 26.3 percent of the dealers said they were accepting trade-ins on freezers. Of the 72.1 percent of refrigerator sales which constituted replacements, trade-ins amounted to 45.3 percent of total unit sales of refrigerators. Similarly, of the 12.6 percent of freezer sales which were replacements, 6.7 percent of these sales involved a trade-in. The apparent discrepancy between the percentage of sales constituting replacements and the percentage involving a trade-in is accounted for by the fact that some families either kept the old refrigerator as a stand-by unit, or for additional food storage, or disposed of the old unit privately by giving it away or selling it.

Of the refrigerators dealers took in trade, roughly 60 percent were eventually re-sold. A breakdown of the actual figures show that 28.7 percent of the trades were junked outright; 28.6 percent were rebuilt and resold; 30.5 per-cent of the trades were resold "as is" and 12.2 percent are still on hand in the dealers' premises. In comparison, about 80 percent of freezers taken in trade were resold by the dealers. The actual breakdown shows 7.4 percent of the freezers being junked as worth less; 29.6 percent rebuilt and resold; 50.9 percent resold "as is". Only 12.1 percent were still on hand.

Seasonal Sales Factors

While manufacturer shipments of electric refrigerators tend to peak in the first two quarters of the year, the movement of refrigerators at the retail level finds sales at their greatest during the second and third quarter. The months of June, July and August represented greatest volume period for refrigerator sales by dealers with 30 percent of the volume moving in these three months. The first quarter accounts for slightly more than 20 percent of the dealers' sales while the

final quarter accounts for a little over 22 percent.

In the case of home freezers, manufacturers' shipments are relatively low in the first quarter and tend to peak in the second and third quarters. At the retail level, only roughly 17 percent of home freezers are sold in the first quarter, about 27 percent in the second quarter, over 30 percent in the third quarter and about 25 percent in the final three months of the

Geographical Factors

A breakdown of sales of electric refrigerators by a representative group NEMA members shows that refrigerators sold most heavily in towns and cities of 1,000,000 population and over. These metropolitan areas account for 18.6 percent of the business. Freezers, on the other hand, sell best in the smaller towns with population ranging from 1,000 up to 25,000. In this category 55.8 percent of all home freezers are sold, and only 44.2 percent sell in cities from 25,000 up.

Some further clues to the geographical distribution of refrigerator and freezer sales may be obtained from the annual survey ELECTRICAL MER-CHANDISING conducts among utility companies throughout the country. In 1955, 175 utilities reported on refrigerator sales in their areas. They showed a 6.76 increase during the year which, projected annually, would account for 3,634,000 units of refrigerators sold. The national average of refrigerator sales showed 79 refrigerators sold for every 1,000 utility customers. Five regions—East North Central, the West North Central, South Atlantic, the East South Central and the West South Centralwere all above this national average, however. The utilities also reported that home freezer sales were up 13.33 percent in 1955. Sales of 17 home freezers per 1,000 customers were reported by the companies, as compared to 15 per 1,000 customers in 1954. Projected nationally, this would give us a total of 800,400 freezer sales in 1955 among the reporting utilities compared to 671,812 in 1954. The regions enjoying larger than the national average home freezer sales were the West North Central, South Atlantic, East South Central, West South Central, Mountain and Pacific areas.

Sales by Outlets

A breakdown of refrigerator sales by types of outlets, based on a repre-sentative group of NEMA refrigerator producers, shows that independent appliance dealers accounted for 33.7 percent of sales; furniture and department stores for 30 percent between them; direct sales by distributors and factories to builders, etc., 14.4 per-cent, and the remainder through a miscellaneous group of outlets such as utilities, hardware stores, automotive outlets, etc.

In the home freezer business, independent appliance dealers accounted for 37.5 percent of the business, whereas department and furniture

stores together took a little over 15 percent of freezer sales. Reflecting the rural character of much of the freezer business, is the fact that farm implement and general country stores accounted for 15.6 percent of freezer sales; and hardware stores whose primary strength is in the smaller towns, sold 6.6 percent of the freezers.

Designs and Sixes

As we have already seen, the biggest design news in the refrigerator field is the trend toward refrigerator-freezer combinations. This development poses some questions for market analysts because the decision has to be made as to whether a combination refrigerator-freezer unit is primarily one or the other. The rule of thumb method adopted by industry experts is to arbitrarily classify the unit as either a refrigerator or a freezer if the cubic content of one or the other is larger. The statistics in this issue of ELECTRICAL MERCHANDISING COTTECTLY reflect that method of approach. As we remarked before, however, those purists who want to gauge ownership of either device will have to make allowances for the inclusion of either one or the other in their final figures.

In the refrigerator business it is interesting to note that the size of box which once dominated the marketing scene, that is, the four to six cubic foot sizes, now account for little more than one percent of the total business. Even the seven cubic foot size (based on figures for the first nine months of 1955) accounted for only 3.39 percent of the refrigerators manufactured. The eight cubic foot box now accounts for 21.86 percent of all production—and a slight decrease from the year previous; the nine and ten cubic foot boxes accounted for 28.86 percent—also down from 34.58 percent the year previous; it is the 11 and over cubic foot boxes which are now taking the lion's share of the business. Less than ten years ago, less than one percent of production was in this category. Today it is a whopping 44.72 percent. Just what proportion of this production in the largest size units, however, is in the combination refrigerator-freezer has not been established.

The impact of color and the builtin units (especially in the builder field) continues to grow apace. It is variously estimated that between 15 and 20 percent of all refrigeration production in 1956 will be in color models. However, innovations such as G-E's dramatic wall refrigeratorfreezer, are helping to provide that "dynamic obsolescence" which refrigerator-freezer manufacturers are bringing to their products.

There are many other refinements of the refrigerator art in the use of new and different materials, temperature zoning, shelf movement and arrangement, beverage dispensers, new and improved door storage capacity, Basically, the refrigerator is evolving even more into a tool for the homemaker rather than a mere box for the storage of food.

In the freezer field, the upright

freezer continues rapidly to supplant the chest model unit. A representative group of NEMA members reports that sizes of freezers show that by far the largest number (46.3 percent) are in the 13 to 17 cubic foot size; 23.48 percent are in the 9 to 12 cubic foot size; and closely following are the very large units of 18 cubic feet and over which accounted for 24.07 percent. Only some 6 percent of freezers produced are now between 5 and 8 cubic feet. It is interesting, too, to note that these same size characteristics are true in both chest and upright models as far as the most popular size is concerned—the 13 to 17 cubic foot. Next largest in the uprights, however, is the 9 to 12 cubic foot with 29.4 percent and in the chest models, the next most popular size is the 18 to 21 cubic foot which accounted for 23.59 percent. About 16 percent of chest models, however, still sell in the 6 to 10 cubic foot range, whereas this size is a negligible factor in the upright freezer. Some measure of the in-creasing popularity of the upright versus the chest may be gained from the fact that in 1953, 28.1 percent of all freezers were uprights; in 1955, 45.1 percent. It is reasonable to presume that 1956, for the first time, will see the upright freezer supplant the chest type with more than 50 percent of all production devoted to this model.

Food Freezer Plans

The food freezer plan, which rose meteorically some years ago and then fell into disrepute because of the activities of a fringe of sharp opportunists, staged something like a mild comeback in the past year or two spearheaded by one or two forwardlooking manufacturers, such as Amana. The plans were tied in with reputable department stores and other solid retailing elements in various communities.

There is no doubt that the impact of these food-freezer plans has had considerable effect on the acceptance of the freezer in hundreds of thousands of homes. There is some indica-tion, however, that more and more people are turning to freezers these days, not because of food freezer plans as such, but because they recognize the intrinsic merits of the device. Coupled with this, of course, is the constantly expanding acceptance of the frozen food concept of the American public.

Estimates for 1956

The major producers in the refrigeration industry appear to be in agree-ment that refrigerator business in 1956 will not only hold the gains made in 1955, but will probably increase. An averaging of their acceptance for 1955 would put refrigerator sales in upwards of 4,160,000 units. Average prices are expected to level at about \$326.75 for a total dollar volume this year of \$1,360,641,570. Estimates on freezer production for next year show 1,187,600 units for a total dollar volume of \$441,093,930.



cent of range sales. In 1955, the percentage doubled. NEMA figures for the first nine months put built-ins at 116,361 units, 10.61 percent of total NEMA sales for the period. Total built-in sales for the year, according to this magazine's estimates, were 200,000.

Built-in Installation

The problem with the built-in has not been that it is hard to sell so much as that it has been difficult for the appliance dealer to sell. It's a natural builder product, an ideal sales feature to introduce in new homes. Consequently, builders have been doing most of the built-in business. Dealers, on the other hand, limited by lack of in-stallation facilities and crews, were slow in developing their share of the business. This problem has been eased somewhat by three factors: (1) the introduction of cabinets in which the ranges can be installed, (2) a recognition that dealers can sell to small builders, and (3) the entrance of more and more dealers into the kitchen remodeling business. One manufacturer says, Appliance dealers are increasing their built-in range business. It is believed that many large dealers will establish kitchen planning depart-ments. . ." Another says, "In 1956 we anticipate the dealer will get more of this business. Dealers in many cases are learning to go after the builders who build one to 24 houses as well as many of the older homes. Also, the opportunity for modernization of existing kitchens is beginning to get more dealers interested

A third manufacturer, however, not only disagrees but also displays a certain amount of perturbation over the direction sales are taking. Says he, "We do not believe appliance dealers increased their share of the built-in range business in 1955. As a matter of fact, most of the manufacturers were selling direct to builders during this year. There was an increase in the number of so-called "builder-dealers", but this type of outlet was merely a front for the giants in the industry.... Prices quoted the builder-

dealer were considerably below the prices which the appliance dealer could buy for, and we wonder if some of the manufacturing giants are not worried about the Robinson-Patman Act, because there certainly have been a tremendous number of violations."

Neither he nor any of the other contributing manufacturers mentioned one other difficulty besetting the industry with respect to built-ins. That's the increasingly common dealer practice of falsely certifying sales as sales to builders. Some companies reimburse their dealers who sell built-ins to builders at special prices. All a dealer must do to obtain such reimbursement is certify that it was a builder sale. But now many dealers sell to consumers at these low prices and still ask for reimbursement—often with the toleration, if not active connivance, of their suppliers. The implition, of course, is that if manufacturers give the builder preferential prices—even if it's a one- or two-house builder—the appliance dealer is, by hook or crook, going to go after what he considers his share of the business.

The Role of Electronics

By the time you read this there may be three electronic ovens on the market. Tappan introduced the first one in the fall. Both G-E and Hotpoint had units almost ready for launching. Of course, the big present handicap to mass sales is price. But this is going to come down. One maker says, "It is believed that you will see several large manufacturers enter the field in the very near future and, undoubtedly, the cost at that time will be greatly reduced."

Another cites the progress that already has been made. "In 1945," he says, "manufacturing cost of the magnetron tube was \$800 and it required two of these tubes to operate an oven the size of a six-quart cooker pail. In 1956 a single magnetron tube, manufacturing cost \$175, operates a full-size oven with maximum speed and efficiency."

Models now on the market cost in the neighborhood of \$1,000. Given another year and it is possible that this price may go down \$200, \$300 or even \$400.

The faster cooking offered by an electronic range is not the only important thing about it. Neither is the fact that a built-in offers a new sales feature to the industry. Both of these products also represent present and potential new gains by the electrical industry at the expense of other fuels.

Merchandisers have already discovered a certain consumer reluctance to build in a flame consuming appliance. As one maker expresses it, "The trend is definitely in favor of the electric product requiring no flues or chimneys, offering the builder greater utilization involving positioning and installation..."

Another says, "... large quantities of electric ranges are being installed in areas where gas has been traditionally the fuel."

Still a different prediction is introduced by a third maker who says, "It is obvious that with the electric utility designing plans to harness atomic energy for the production of electric power that all control devices are going completely electric and with the new direction of electronic or microwave energy for cooking, the trend can only be in favor of the electric appliance."

Toward the Rainbow

Built-ins, including the electronic ovens were, perhaps the most exciting developments of 1955, but not to be overlooked is the progress made by color. One manufacturer even goes so far as to say that 18 percent of his range sales were colored models and that in 1956 this will amount to 30 percent. Most of the rest are satisfied to claim a 10 percent market for ranges in color, but, as one says, "... ranges in color will continue to grow in acceptance."

So far, according to makers, color hasn't presented the inventory problems which some people feared. As one puts it, "As more colors are offered on more models, the inventory problem would greatly increase if the colors and models were standard in the line. However, many manufacturers are producing colored models on order with 30 to 60 days delivery, thus eliminating the necessity of distribution carrying an excessive inventory."

For individual manufacturers the problem of what color to make is still bothersome. However, one producer of several hues reports that in 1955 pink was the best seller, followed by turquoise and yellow, brown, bluc. During the coming year, according to another maker, turquoise may take over the lead.

Sales by Sixes

The sharp change in the pattern of range sales by sizes which took place in 1954 continued during this past year. According to NEMA figures for the first nine months, ranges of 22 inches and under accounted for only 3.44 percent of total sales, a further drop from the 3.81 percent of 1954 and 6.40 percent of 1953. Down, too, were ranges of over 32 inches. They accounted for a substantial share of the business, 61.36 percent, but this was a decline from 63.54 in 1954 and 66.35 in 1953. The big gains were made by those ranges between 22 inches and 32 inches—which would include the popular 30-inch style. Back in 1953 ranges in these sizes accounted for only 27.25 percent of sales. By 1954 these had grown to 32.65 and in 1955 they went ahead again to 35.20 percent.

Sales by Area Population

During 1954, the latest year available at this writing, the pattern of sales by size of community continued to change in favor of the larger cities. In 1952, for example, cities of 100,000 and over accounted for 26.9 percent of the ranges sold by a representative group of NEMA manufacturers. In 1954, this had grown to 32.3 percent. The biggest single gain was made by cities of between 100,000 and 250,000. They absorbed 13 percent of sales in 1954 as against 11.4 percent in 1953. In this same period cities of 10,000 to 25,000, formerly the biggest single market, had fallen from 13.3 to 12.7 percent.

Who Sells Ranges

During the 1949-1954 period, according to NEMA figures, the relative

roles of various types of outlets have undergone little change. Appliance stores, which sold 37.1 percent of the ranges in 1949, accounted for 35.2 percent in 1954. Apartment houses, builders, contractors and the government increased their share in the same period from 7.3 to 10.3 percent. De-

Who Sells Ranges and Water Heaters 1954 NEMA member sales by type of outlet

		Water
	Ranges	Heaters
Department Stores	11.0%	3.1%
Furniture Stores	13.8	4.3
Appliance Dealers	35.2	21.6
Utilities	7.2	5.6
Hardware Stores	6.0	10.3
Plumbing & Heating	1.4	34.4
arm Implement & Gen-		
eral Country Stores	2.3	2.1
Lumber & Building Sup-		
plies	0.7	0.9
Automotive	4.1	2.0
Mfr. & Dist. Sales to		
Govt., Contractors,		
Apt. Houses	10.3	8.3
lewelry & Music	0.6	0.2
All Other	7.4	7.2
Total	100.0%	100.0%

partment stores sold, in 1954, 11 percent; furniture stores, 13.8 percent; utilities, 7.2 percent; hardware stores, six percent; plumbing and heating dealers, 1.4 percent; farm implement and general country stores, 2.3 percent; lumber and building suppliers, 0.7 percent; automotive dealers, 4.1 percent; jewelry and music outlets, 0.6 percent; and all others, 7.4 percent.

The Replacement Market

As outlined in the article on the replacement market elsewhere in this issue, electric ranges are bought as original equipment in less than four out of every ten sales. In 1955, 63.6 percent of range sales were replacement sales and 35.1 percent of sales involved a trade-in. Only refrigerators, washers and cleaners have a higher replacement ratio and only refrigerators and washers involve more trade-in sales.

The percentage of trade-ins represents a decline from the 40.8 percent figure reported in 1954, a fact which owes a good deal to the nation's building boom and the fact that in a discount economy few dealers are physically taking old models in trade.

The industry optimism displayed throughout 1955 carries over into its predictions for 1956. This year should see an expansion in the use of color and the movement of built-ins, further development in electronic ranges (some of which may reach the market at prices under \$1,000), and a further growth in sales totals. One manufacturer, Hotpoint, predicts a total volume of 1,750,000 units this year, 1.700,000 in 1957, 1,975,000 in 1958, 2,200,000 in 1959, and 2,100,000 in 1960.

(Continued on page 300)

designed-for-today refrigerators



Four selective temperature zones give perfect temperatures for each kind of home food storage! Lower Freez'r Locker location gives more "no bending" shelf room for most-used food items. And this exciting Gibson is loaded with deluxe features: Swing'r Crisp'rs, bacon conditioner, butter and cheese keepers, Swing'r Shelf, and many others!

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PAGE 299

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Ranges and Water Heaters

CONTINUED FROM PAGE 298

Water Heaters' New Look

While water heaters probably will never make any sales record equalling ranges, the outlook for them is good—for much the same reasons. Traditionally, the most unglamorous of all home appliances, the water heater burgeoned forth in 1955 with two developments calculated to materially improve sales.

First, and most important, was the invasion of the market by quick recovery models—units which, for the first time, give the electrical industry a competitive answer to gas units. The threat they pose was recognized by the gas industry in LP-Gas for August of 1955 which briefly described the quick recovery models and said that, at the moment, few utilities would permit these units, with their two 4,500-watt elements, on their lines. However, the magazine went on, "There is no guarantee that this state of affairs will continue. We must face the eventuality that electric utilities will put improved models on their lines..."

The eventuality is already here, if it means anything that quick recovery models are already accounting for 16 percent of one large maker's sales and are expected to account for at least 20 percent in 1956. However, for most manufacturers, utility recognition is still a serious problem. One producer says, "It is difficult for the manufacturer to promote this heater on a national basis since there are so many areas where it is not approved. I be-lieve that if a utility which has approved it would start an aggressive campaign locally then our distributors and dealers would tie in. . . Less than one percent of our sales will be of this heater (1955). . . I believe that in 1956 more utilities will approve There is no denying, however, that in general it is going to be a tough job getting utility acceptance and this is the key to the problem."

This same manufacturer says that little information is yet available on the load factor imposed on utilities by quick recovery units, but points out that some small REA co-op utilities have discovered that there is "a diversity factor in the on and off periods of this heater much greater than anticipated. This is good news as it tends to minimize the load on the utility.."

Another maker says that while his quick recovery models accounted for only two percent of his 1955 sales he was slow getting into the business and expects "more than a twofold increase... Certainly there is no doubt that this type of model will provide new life to the electric water heater market and should find wide acceptance as a load builder for utilities."

Appearance as a Sales Factor

The second big change in water heaters in 1955 was the introduction of models with a high-style, "Dior" appearance (EM—March '55, p 294). The deluxe heaters produced by one maker are rectangular in shape, have an aqua-colored front panel, white sides, copper trim and an eye-level

temperature control—a list of physical adornments sufficient to qualify them for out-in-the-open installation. Other manufacturers, understandably, don't have the same enthusiasm for such an extensive glamorization. As one of them puts it, "I don't believe there are enough homes where the water heaters are exposed to make the outward appearance of the water heater a major factor. Price is still the governing factor in the sale of water heaters, both gas and electric."

Another maker says, "We recently had our distributors on major water heater markets tell us exactly what was needed to improve their position in the market. Specifically, they were asked about appearance and features. Not one indicated the need for a dressed up heater. Our present table top model does, however, fit very nicely into the modern home."

Still another producer takes a middle position with this statement: "The appearance factor . . . is becoming more and more important. The trend toward table tops is prevalent and people are looking for clean, straight lines without the manufacturer's big name plate so often used in the past."

Despite his and other makers' reliance on table top models, however, NEMA figures on sales of water heaters by size and type don't do much to bear him out. Statistics for the first nine months of 1955 show that table top models in the 45-54 gallon size accounted for 3.10 percent of sales, a slight gain from 1954's 2.56 percent. Other table top sizes, however, slipped.

Water Heater Sales by Size of Tank January-September, 1955

0-7 gallons	0.94%
8-20 gallons	3.39
21-34 (excl. table top)	13.65
table top only	6.63
35-44 (excl. table top)	10.99
table top only	9.25
45-54 (excl. table top)	34.06
table top only	3.10
55-69 gallons	6.67
70-84 gallons	10.76
85-99 gallons	0.13
100 and over	0.43

(Figures from the National Electrical Mfrs. Assn.)

100.0 %

In the 21-34 gallon size they declined from 8.49 percent in '54 to 6.63 in the first nine months of 1955 and the 35-44 gallon size declined from 9.90 to 9.25 percent. The last figure is particularly interesting because conventional models in the same size increased their ratio from 7.99 percent in '54 to 10.99 percent in 1955.

The Effect of Price

Price, as one of the makers pointed out, is indeed the most single important sales factor, and it is cause for some disagreement. One producer deplores it, saying, ". . . this is a very (Continued on page 302)



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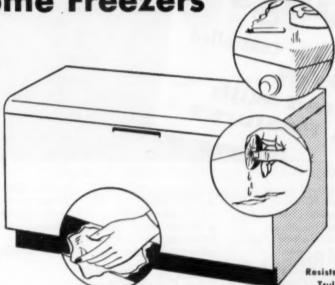


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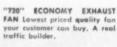
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Ranges—Water Heaters

- CONTINUED FROM PAGE 300-

strange factor to us, realizing that the change in product type occurring in the industry offers an opportunity to move away from the degrading forms of price competition and towards a higher level of merchandising practices. This situation causes an important product transition to be made, but without any particular consumer recognition, because the emphasis in the industry remains price."

On the other side, a manufacturer says that "Perhaps that most important development in water heaters is that manufacturers are making bigger strides with smaller, lower cost units (italics are ours). And with more and more utilities offering one cent electricity, manufacturers will be able to standardize on fewer models, for a 40-gallon quick-recovery unit will supply 10 percent more hot water—meet all the hot water requirements for a family of six."

Trend to Different Liners

As revealed by manufacturers' letters there is a definite trend toward more heaters with glass or other nonferrous liners. One maker estimates that perhaps 25 percent of industry electric sales were glass-lined models in '55 (although gas models were approximately 30 to 35 percent glass-lined) and he feels that in 1956 this percentage will increase to 30 to 35 percent and in 1960 to over 75 percent. Another maker admits that he will add glass-lined heaters to his line this year and says, "Acceptance of glass-lined heaters is constantly increasing and we feel there will be more manufacturers in the field as demand grows."

A third producer says glass lined models accounted for two percent of his 1955 sales, will reach somewhere between three and six percent in 1956. Says he, "Most current non-ferrous tanks are not actually an improvement over good galvanized tanks, but they do provide a new selling story and should increase somewhat in popular-

A fourth producer is less optimistic. He says, "The need for water heaters using glass lined or other non-ferrous tanks is, of course, in areas where a corrosive condition exists. There is some doubt as to the ability of the glass lined tank to stand up under water conditions as experienced in some areas of New England. Right now some of those areas specify the stone lined tank. We supply the latter.

lined tank. We supply the latter.

"Basically, we feel that the galvanized tank gives excellent service in most areas and it has the advantage of being less costly in a highly competitive business. There is no denying, however, that several manufacturers have added the glass lined heater to their lines during the past year. ."

This same manufacturer estimates that no more than 10 percent of industry sales were non-ferrous lined models in 1955

The Best Outlets

Unfortunately for the appliance (Continued on page 304)

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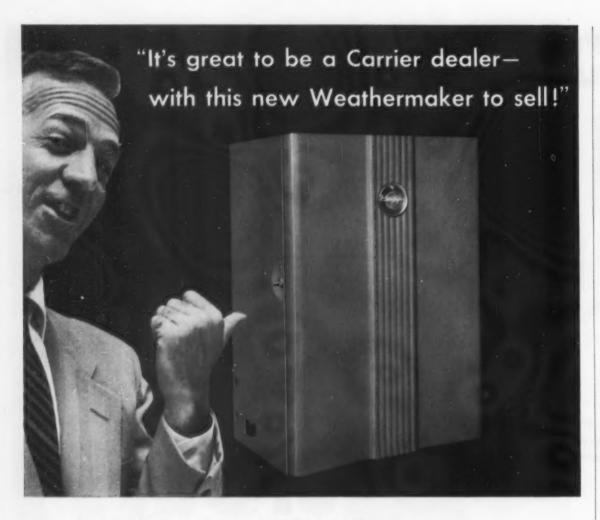
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- · Low-cost finance and stock-ordering plans
- · On-the-spot assistance in engineering, sales and advertising
- WRITE FOR NAME OF YOUR NEAREST DISTRIBUTOR: Carrier Corporation, Syracuse, New York.



air conditioning refrigeration industrial heating

Ranges and Water Heaters

-CONTINUED FROM PAGE 302-

dealer, he has played second fiddle to the plumber on water heater sales ever since 1951. In that year dealers accounted for 27.3 percent of sales, according to NEMA, and plumbers took 28.4 percent. In 1954, the latest year available, the dealers' share was further reduced to 21.6 percent while the plumber was getting 34.4 percent of the business. The third biggest share was accounted for by hardware stores with 10.3 percent (a gain from 8.8 in 1953 and the biggest in history). Direct sales by distributors and factories to apartment houses, builders, contractors, and the government accounted for 8.3 percent more. Utilities had the smallest share in a six-year period, only 5.6 percent.

Shifting Sales

Urban areas are becoming the best markets for water heaters. According to NEMA figures for 1954, cities and towns of over 25,000 increased their share of the market while all those of less than 25,000 bought a smaller percentage of water heaters than they did in 1953. Just as an example, in 1953 cities of 100,000 to 250,000 accounted for 10.5 percent of sales; in 1955 they absorbed 12.4 percent. However, the towns of under 25,000 still account for a very substantial share of water heater sales—55.2 percent—and towns of under 1,000 are still the biggest single market with a ratio of 12.9 percent.

The trend to quick-recovery units may well accelerate the percentage of sales made in larger towns and cities because of this type of unit's lower cost and the fact that its smaller size makes it suitable for installation in small homes.

From the recent developments in appearance and performance of both the range and the water heater it is apparent that in the next few years both these appliances will give their gas counterparts an increasingly good run for their money.

End



"THEY DON'T SEND THIS MONEY BACK TO RUSSIA, DO THEY?"

NOW RCA VICTOR DOES FOR TAPE RECORDERS WHAT IT DID FOR HI-FI First tape recorders designed for the great mass market. Simple to operate — true High Fidelity sound — priced just right. Announcing a new High Fidelity Tape Recorder hth by RCA Victor only \$199.95 Take "pictures in sound" with this fine three-speaker recorder



RCA VICTOR

Completely engineered and built by RCA Victor—the most famous name in sound

This completely new tape recorder combines New Orthophonic High Fidelity with simple pushbutton operation. You can sell it confidently as "the professional quality tape recorder an amateur can run."

What great new advances you can demonstrate! For example, this new RCA Victor Judicial (Model 7TR3, \$199.95) has the Panoramic 3-Speaker System; 2-speed operation; 2 neon bulbs to help maintain proper recording level; numbered, window-type counter wheel to locate any part of any recording. The handsome luggage-type case is in gray simulated leather.

Top it all off with a big ad campaign starting in LIFE - and you're set to cash in! But get into the act now-call your RCA Victor distributor right away! RCA VICTOR'S TV SHOWS HELP YOU SELL MORE RADIOS AND "VICTROLA" PHONOGRAPHS





the fact that this "average" increased over the 1954 figure is somewhat misleading in view of the popularity of the new portables in the fall.

new portables in the fall.

Only in the field of color television did the industry suffer any real disappointment. Pre-season guesses pegged color output somewhere between 100,000 and 300,000 units. Production actually fell well below 50,000 units.

The TV production and retail sales figures represent new all-time highs for the industry. The previous production record was set in 1950 when 7.463,800 units were turned out. The 1955 figure of 7.9 million represents a new record, 5.9 percent better than the old. The previous retail sales record (as noted above) was set in 1954.

How the Year Went

The industry went into 1955 just a little breathless over what had happened in 1954. In the final seven months of 1954 the industry had reversed a downward trend and in the fall set all time highs in production and sales. This resulted in a year-end figure far better than anyone had expected. It also left the industry with a fairly heavy inventory (something in the neighborhood of 2.2 million sets). The immediate questions to be faced as 1955 opened were: (1) could the pace be continued in 1955 and (2) did the inventories pose any real threat? The industry quickly got encouraging answers to both of these questions.

January production was up 56 percent over the same month in 1954 although retail sales were off 12 percent (reflecting probably, the end of the year buying surge enjoyed in 1954). But in February, retail sales shot ahead of February 1954 by almost 17 percent and this monthly increase was maintained as the year wore on. Six month figures showed a 14 percent cumulative gain over 1954. Production was even further ahead (35 percent) of 1954 performance. Even after June retail sales kept pace fairly well with 1954 and by the end of September they were almost 11 percent ahead of 1954.

The existence of a 2.2 million set inventory was apparently no deterrent to production or sales in 1955. If anything, inventory has climbed somewhat; it is currently about 2.3 million units. In previous years this would probably have occasioned some alarm, but the industry has apparently come to the realization that it must put up with bigger inventories in years in

which sales climb past the 7.7 million mark and production nears eight sillion.

The Replacement Market

Among the most important marketing developments during the year was the appearance of the long-heralded second-set market. During the first six months of the year one out of every five sets was sold as a second set, according to one industry source. In addition, one out of every seven set sales was a replacement purchase. This means that about a third of all sets were being purchased by customers who had previously owned a set.

These estimates parallel to some extent information obtained in ELECTRICAL MERCHANDISING'S annual replacement and trade-in survey. The 217 dealers supplying information on their TV sales reported that 61.2 percent of sales were made to homes without sets while 38.8 percent were replacement sales (made to homes already having sets.) However, only 24.5 percent of the replacement sales involved a trade-in, leaving 14.3 percent to be either junked, sold by the individual or used as a second set.

The replacement figure varies widely from market to market. In New York, for example, one manufacturer believes that 63 percent of sales last spring were replacements. Estimates for other major metropolitan centers range even higher. In newer markets, meantime, the replacement percentage is obviously much lower than the national averages offered by RETMA or by ELECTRICAL MERCHANDISING'S SURVEY.

Selling Second Sets

There was some feeling in the industry this year that second set sales had at long last assumed some importance. At the moment, however, the number of homes with two sets is still quite low. In June the Census Bureau conducted a survey which showed that 2.3 percent of homes had two or more sets. A somewhat higher figure was found in the annual Videotown survey conducted in New Brunswick, N. J., by Cunningham & Walsh; about eight percent had second sets. The annual consumer analysis conducted in the Milwaukee Journal indicated that 6.8 percent of Milwaukeeans had second sets (up from 4.4 percent in 1954.) One of the continuing series of surveys by the American Research Bureau released in mid-summer showed that nationally only 4.3 per cent of all TV homes had second sets. Such homes were most common in Baltimore (8.6 percent) and lowest (among pre-freeze markets) in Seattle-Tacoma where only 2.6 percent had two or more sets.

Quite naturally the second-set percentage is highest in metropolitan areas. The Census Bureau enumeration shows that 3.4 percent of households inside standard metropolitan areas have two or more sets; outside such areas 0.8 percent in urban places and 0.6 percent in rural territory have second sets. The second set figure is also affected by size of family:

ize	of	househ	old				mora
	1 ,	erson				0	.1
	2 1	persons				1	.0
	3 1	persons				2	.7
	4 1	persons				3	.4
	5 1	persons				4	.4
	6 1	ersons	or	more		4	.0

Although 75 percent of sales in Videotown in early 1955 were replacement sales, the second set market did not materialize as visualized. In April, 1954 it was five percent; in June, 1955, seven percent. The researchers found that most new two-set owners keep their old set until the tube wears out, or discard it when it needs repairs. Forty-four percent of second sets were in bedrooms and 33 percent in recreation rooms.

Some people in the industry feel that no one yet understands the basic appeals which will make it possible substantially enlarge the two-set market. Many of today's two set owners (as implied in the Videotown survev) achieve that status merely by moving an old set out of the living room when they purchase a new one. But in talking about the second set market the industry would also like to sell some sets specifically for that purpose. That was the idea behind the appearance this year of compact, quite portable sets at low price. The use of decorator colors on cabinets is also calculated to enhance a set's appeal as a second set for den, bedroom or recreation room.

The necessity of really capitalizing on second set business is obvious when you consider that few markets of any size remain to be opened. One network official says that 97 percent of homes are now within reach of TV. In November the FCC reported that 90 percent of the population was within range of TV; 75 percent can get two stations.

A Word on Saturation

The June study by the Census Bureau shows that 67.2 percent of all households have one or more TV sets. (This seems at first glance to be quite different than the estimate of 74 percent published last January by Electrical. Merchandising. The latter figure is based on wired homes, however, while the Census figure is based on households. If the Electrical Merchandising estimates had been worked on the basis of households the resultant figure would have been 69 percent, quite close to the 67.2 percent figure offered by the Census Bureau.)

Up until now most saturation estimates have been based on NBC's count of sets in use. NBC has itself now revised this figure on the basis of the new Census Bureau study. The network now says that as of June 1 there were 32.1 million households with TV sets (out of a national total of almost 48 million). Making allowance for second and third sets the total of sets in household use as of the June 1st date is estimated at 33.269.000.

As a result of these changes certain revisions have been made in Electri-

CAL MERCHANDISING'S saturation estimates. Thus the new estimate of 76.1 percent shows little increase over last year's figure which, on the basis of the new information discussed above, was obviously somewhat high. (Remember again that ELECTRICAL MERCHANDISING'S saturation estimate is based on wired homes. For comparison with the Census Bureau's figure which is based on total households, ELECTRICAL MERCHANDISING estimates a saturation of 72.7 percent of households.)

Selling The Farmer

As pointed out above few market areas of any size remain without TV service. Perhaps the biggest non-TV market at the moment is the American farm. The Census Bureau has been releasing county by county tallies of TV ownership based on the 1954 Census of Agriculture. These indicate that the majority of farms (slightly less than 65 percent) do not have TV. The highest state farm saturation is found in the East (New Jersey is highest with 82.8 percent) and the lowest in the West with Wyoming, Nevada and Montana having uine percent or less. Second highest ownership is in Rhode Island with Massachusetts, Connecticut and New York following closely.

The Advertising Research Foundation, using figures from the 1955 Census Bureau "Current Population Survey" estimates that almost 58 percent of farms do not have TV. Market Research Corp. of America estimated that 57 percent of farms do not have TV.

A year ago this figure was 65 percent. Considerable information on the TV market has been compiled by Market Research Corp. based on reports by a 5800-family panel. By regions, TV ownership is highest in the Northeast (85 percent) and lowest in the Mountain and Southwest (52 percent). Ownership appears directly proportionate to family income with highest saturation among the upper fourth of the group (81 percent) and lowest among the lowest fourth (48 percent). Other tabulations are available on the basis of education of family head, size of family, age of housewife and presence of children.

UHF Problem Continues

One indication of the extent to which the market is covered by existing stations can be found in the fact that only about 60 new stations went on the air in 1955. About 20 left the air, bringing the on-the-air total to nearly 470. All but two or three of the stations leaving the air were UHF This reflected the continuoutlets. ing difficulty besetting UHF. Another indication of this difficulty is the fact that the percentage of UHF equipped sets (at the factory) has declined quite noticeably. Early in 1954 about 25 percent of sets were so-equipped but this has dropped to about 16 percent. Whether or not UHF's illness can be arrested depends on matters largely outside the scope of a market study such as this. The economics of broad-



satisfied customers find willing ears!



Packard Electric Division General Motors, Warren, Ohio The talk that willing ears hear does wonders for a manufacturer's reputation and sales. And the manufacturer who standardizes on Packard fractional horsepower motors for his appliances can be sure of starting a lot of satisfied talk among the girls.

Satisfaction comes from smooth, quiet, dependable performance... just what Packard Electric has been building into electric motors for more than 39 years. The appliance manufacturer who incorporates this satisfaction into his product benefits... from an added reputation as a builder of quality.



casting and governmental action will play the determining role in the disposition of this problem.

What About Color

Toward the end of the year the industry appeared to be making some progress in solving another problem—color TV. Early in the year estimates of color set sales had ranged from 100,000 to 300,000 but a very slow January to August period doomed these estimates. Beginning in September, however, stepped-up programming and more intensive merchandising by a few set makers stimulated some interest in color. In early November, RCA disclosed that its color sales were running at about 1,000 per week. Since RCA was doing the bulk of the industry business in color at that time it seems reasonable to assume that industry weekly sales would probably not be much in excess of that figure.

Some industry executives feel that color sales totaled 50,000 during 1955 but considering the inactivity during the first eight months this may be high. According to TV Age, about 9700 were in use on Jan. 1, 1955. The magazine estimates that as of December 1, 1955, 34,381 sets were in use.

Originally three bugaboos—price, programming and tube size—beset color television. The tube size problem has been licked (even though various types of tubes are atill being developed). Programming it still something of a handicap but color shows were available on an average of 12 to 15 hours per week during the fall—a figure which the industry has set as an acceptable minimum. NBC has announced plans to telecast all shows originating in its Chicago studios in color and trade reaction to this has been favorable. Price is still a problem and few in the industry see any immediate reductions in the months ahead.

However, the industry has rather modest objectives in the year ahead and it should be possible to find enough buyers for the projected production. A Motorola executive says 300,000 sets may be produced; RCA says more than 200,000 will be sold. Tube makers participating in a RETMA "guesstimate" decided that the industry would produce 211,000 color tubes in 1956, 723,000 in 1957 and 1,953,000 in 1958. Motorola expects the industry to do even better and hit the million mark in 1957. (The Motorola estimates are, how-

ever, based on "model years" rather than "calendar years".)

New Features

Meanwhile the industry has continued to work on its black and white sets to come up with new designs and features. Some observers feel that more new product features were offered in 1955 than in any previous season. They included: remote controls, expanded use of printed circuits, portable models, improved audio systems, top and side tuning, built-in rabbit-ear antennas, increased use of vertical chassis, more aluminized picture tubes (some with 90 degree deflection), more fine woods and decorator colors, and incorporation of clock timers.

Nor have the possibilities in product design been exhausted. Already there is talk of 110 and 120 degree deflection tubes which would make possible much "shallower" sets. The success of small portable sets during the past year may mean that additional set makers will follow suit.

The Size Changes

During the year there was considerable change in public demand for tube sizes. The 17-inch set continued to decline in popularity with its share of production falling under 15 percent. According to Sylvania research estimates 37.4 percent of sets in use in mid-1955 had picture tubes ranging from 16 to 18 inches. In early 1953 these sizes accounted for almost 49 percent of the market. In 1951, according to RETMA, the 16-18 inch size accounted for 69.84 percent of tube production.

According to Sylvania estimates, the 19 to 21 inch set has been the beneficiary of this preference for bigger screens. (Sets with 15 inches or smaller tubes have also suffered severe losses. In 1953, 25.8 percent of sets in use were this size; in mid-1955 this had fallen to 11.8 percent.) At the end of the second quarter almost 50 percent of sets in use had 19 to 21 inch tubes, almost exactly, double the figure in early 1953. Some gains had been registered by the 22-inch and larger category although only 1.5 percent of all sets in use in June 1955 had such big tubes.

Basically similar figures were uncovered by the American Research Bureau in a survey released last summer. ARB found that 44.5 percent of sets in use were 21-inch, 36.8 percent were 17-inch and 2.1 percent were 24-inch. ARB also reported that 38.8 percent of sets in use were three or more years old.

There is considerable feeling, however, that the 24-inch tube may be finally coming into its own. Some executives feel that 24-inch sets may account for as much as 20 percent of the 1956 market. Others, while optimistic, peg the figure somewhat lower

Who Sells TV

There was an increase of 3000 in the number of dealers handling radio-TV during the past year. RETMA

estimates that as of July 1, 1955, there were 110,200 such dealers, compared to 107,100 the year before. Slightly more than 90,000 of this total handled TV (about 20,000 handled radio only). In the 12 months ending June 30, 1955, dealers averaged 70 TV sales, compared to 60 in the preceding 12 months. Of the total, 42,800 outlets were TV-radio-appliance stores, 19,050 were furniture stores, 12,200 were hardware, 12,200 were department and general merchandise stores and about 24,000 were miscellaneous retail outlets.

The Midwest had the largest number of dealers (35,000); the South Atlantic had the fewest (14,000).

Where Do They Sell

Seasonal sales results for 1955 are not yet available but elsewhere in this issue the 1954 seasonal curve is shown. This indicates that the industry experienced heavier than usual sales in the final three months of 1954, a fact mentioned earlier in this article. Slightly over 35 percent of the year's business was done in the final three months. High month was December (13.34 percent) and low was June (4.97). All of these monthly percentages are compiled by ELECTRICAL MERCHANDISING from information supplied by utilities.

Once again this year estimates of sales based on reports from power companies participating in ELECTRICAL MERCHANDISING'S annual survey of utilities do not correspond too closely with industry figures. The reporting utilities said that 3,273,505 sets were sold in their area. Projected to a national total this would indicate sale of 5,474,000 sets, at least two million ower than most industry estimates. Estimates of appliance sales obtained from the power company survey show closer parallel to industry estimates, leading to the conclusion that the power companies as a whole do not keep as close a tally on TV set sales as they do on most white goods. According to this survey, the West South Central region once again registered the most sales per 1,000 customers (171). This area was closely followed by the West North Central with 167. Lowest per 1000 sales rate was in the South Atlantic states (93)

The share of the TV business done in each region of the country remained much the same in 1955 as it did in 1954. Losses of about two percent suffered in 1954 by the Pacific and Middle Atlantic regions were recovered. The South Atlantic, which showed the largest gain in 1954, registered still another increase in 1955 and accounted for over 15 percent of the market. The East North Central and Middle Atlantic regions each account for slightly more than 19 percent of the shipments.

What's Ahead

General economic forecasts indicate a good year ahead and the TV industry should share in this good business. There are problems, however, which are peculiar to TV. Learning how to

better sell the second-set market, and finding out how to live with a market in which color will become more and more important are two of the big problems ahead. Still, the industry's general air is one of optimism as the year begins.

What About Radio?

The success of television has, for the most part, been achieved at the expense of radio. In 1946 and 1947 radio production ran between 12 and 14 million units (thanks in part, it is true, to pent-up wartime demand.) In 1949, the year in which TV vaulted past the million mark for the first time, radio slumped to about 7.8 million units. This increased to 9.8 million in 1950 but by 1954 the total had fallen to 6.4 million.

The good news for 1955 is that, despite TV's record-breaking year, radio has suffered no further setbacks. As a matter of fact, radio registered a healthy 24 percent gain, reaching 7.8 million units.

(This market study excludes auto radios since so many of them are sold as initial equipment and bypass conventional marketing channels. It is worth noting here, however, that the auto radio business in 1955 reflected the boom year enjoyed by the auto makers themselves. Production rose sharply from 4.1 million to 7.2 million sets.)

Dollar volume in 1955 rose to \$249 million (at retail). This is an increase of 32 percent over the \$189 million estimated for 1954. Although the dollar figure has increased somewhat more than the unit figure, this does not indicate a price rise during the year. Rather it includes provision for a revised estimate of average retail prices.

Portables, Clocks Gain

Although all categories of radio (home, portable and clock) registered gains during the year the biggest increases were shown by the latter two types. The increase in portable production was practically a year-long development. At the end of the first quarter portable output was up 11 percent; by the half it was up nearly 39 percent and at the end of nine months was 44.66 percent ahead. The year's total of two million portables is the best since 1948 when over 2.6 million were turned out.

Clock radio production hit an alltime high during 1955, rising almost 19 percent over 1954 totals to reach 2.2 million units. The previous record was set in 1953 when slightly over two million units were produced.

The modest gain in home radio production put it just ahead of 1954 but the 1955 output of 3.5 million units was only the second best in post-war years and ranked far below the 14 million turned out in 1947.

These totals mean that the trend established in previous years continued in 1955—the total share of the radio market accounted for by home sets is growing smaller and smaller, while portables and clock sets get a bigger

(Continued on page 310)

Stimulates Sales-Appeal

OF ELECTRIC APPLIANCES AND

PORTABLE LAMPS







U/L Flag Labelled Cords are a Safety Identification Buyers Look For

Every month, millions of electrical equipment purchasers are being told about the extra safety assurance of Flag Labelled extension cord sets and power supply cords. Radio and television announcements, as well as press releases, explain the significance of the blue or green wrap-around paper releases, explain the protruding "Flag" carrying the words—"Inspected—labels,* with the protruding "Flag" carrying the words—"Inspected—Underwriters' Laboratories, Inc."



This nationwide educational program, conducted through the Safe Electrical Cord Committee, not only fosters safety in the home, but affords manufacturers of electrical appliances and portable lamps a strong, additional selling point for their merchandise. For the Flag Label signifies tional selling point for their merchandise. For the Flag Label signifies that not only the flexible cord, but the attached plugs and assembly of that not only the flexible cord, but the attached approved.

Buyers react favorably when this safety feature is pointed out; it supplements and emphasizes the quality built into the product . . . clinches many a sale. So be sure your line offers the advantage of Flag Labelled extension cord sets and power supply cords.

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Enterprise



GAS OVEN BROILER UNIT

For use with Natural, Mixed, Manufactured or LP gases without change.

Unlimited possibilities for modern kitchen arrangement.

- Finished in Satin Chromium, Copperloy or Stainless Steel
- Oven bottom 36" from floor
- No stooping for observation of oven cooking
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- Oven racks adjustable to four heights



for Electricity



ELECTRIC COOK-TOP UNIT

Arranged in 2-Unit type, which afford greatest flexability of installation.



for Gas



GAS COOK-TOP UNIT

Arranged in separated two-burner units, which may be installed with any desired width of workspace between.

OVEN BROILER UNIT

Convenient high-styled efficient new horizons for kitchens

- Finished in Satin Chromium, Copperloy or Stainless Steel
- Oven broiler units furnished in recessed type of stack-on type
- Oven accessible without stooping
 Illuminated or plain oven door
- Fully automatic, clock-controlled or manual controlled models

PHILLIPS & BUTTORFF MANUFACTURING COMPANY

Established 1858

NASHVILLE, TENNESSEE

Serving Value Conscious America for nearly one hundred years.

Television-Radio

- CONTINUED FROM PAGE 308-

and bigger slice of the market. In 1955 home sets accounted for 45 percent of production (compared to 49 percent in 1954 and 54 percent in 1953.) The percentage of portables rose to 26 percent from 21.2 in 1954 and 21.3 in 1953. Clock radios got 29 percent of the market, somewhat below the 30 percent in 1954 but up sharply from 24.9 percent in 1953.

With the advent of the transistor radio the portable's share of the market may well continue growing. During the year more and more firms marketed transistor sets or revealed plans for doing so in the near future. A transistor portable which will play for two years on a single battery should be able to cut deeply into the home radio market once the price of the transistorized unit has been lowered.

The saturation rate did not climb appreciably in 1955 but this was not unexpected since the industry has been living with a better than 90 percent saturation for at least nine years. Improving this high a saturation figure involves making customers out of marginal prospects. The industry is probably more interested in "penetration", or the sale of additional sets to homes already owning at least one. No research was done during 1955 to compare with the 1954 Advertising Research Foundation survey which showed that 75.6 percent of TV homes and 52.5 percent of radio-only homes have two or more radios. This ARF survey in February 1954 showed that saturation had reached 94.7 percent. This was somewhat lower than FLECTRICAL MERCHANDISING'S estimate of 98.1 percent as of January 1, 1955. This latter figure has been revised slightly. Saturation as of January 1, 1956 stands at 97 percent.

As in previous years the Middle Atlantic region led all others in its share of the market (27.68 percent) and the Mountain area had the smallest share (2.6 percent).

Once again the East North Central region led in sales per 1000 customers with 159 (up from 124 in 1954). Most regions showed some gains although the South Atlantic, East South Central and Mountain areas showed losses. The lowest per 1000 figure was found in the latter area where a rate of 63 per 1000 compared to 90 per 1000 in 1954.

Month by month figures are now available for the entire year of 1954. They indicate that November and December sales were somewhat heavier than in previous years. In 1954 about 30.7 percent of sales were done in these two months. This compares to 27.57 percent in 1953, 27.96 in 1952 and 27.17 in 1951.

What's Ahead

The radio industry has apparently adjusted itself to a more moderate existence. There are no 14 million unit years ahead but the industry doesn't expect to achieve such figures. With a saturation of 97 percent, output of over seven million additional units is quite an achievement. The industry is out to make sure that it can repeat this performance.



Hamilton for '56 brings you handsome new products—automatic washers and dryers with a completely new sense-making, salesmaking story of simplified performance.



Hamilton for '56 gives you stronger-thanever promotion—big, colorful national magazine ads...a huge, hard-working package of sales aids...powerful new local-market programs for you!



Hamilton for '56 is your chance to cash in on the home laundry profit bonanza! Hamilton gives you famous-name, fast-selling laundry equipment, without tag-along, drag-along appliances to punch holes in your home laundry profits!



THIS IS THE SALES SIGNAL OF HAMILTON FOR '56! A COMPLETELY NEW PERFORMANCE STORY FOR THE HIGH-PROMOTION, HIGH-PROFIT HAMILTON HOME LAUNDRY LINE! GET THE WHOLE MESSAGE FROM YOUR HAMILTON DISTRIBUTOR, OR AT THE WINTER MARKET, MERCHANDISE MART SPACE 1175.

Hamilton

THE NAME WOMEN KNOW AND TRUST

Hamilton Manufacturing Company, Two Rivers. Wisconsin

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Packed full of quality and convenience features that mean more sales, easier sales, generous profits.

*Large wheels and low center of gravity give stability and ease of movement over the rug. *Eight foot hose and extension wands cover a 20 foot cleaning diameter. *20 foot rubber covered cord for added reach to plug in anywhere. *Sealed top prevents loss of suction. *Hinged cover with push button concealed latch eliminates all clamps, nothing protrudes to snag stockings or clothes. *Disposable dirt bag removed and changed in one simple dirt free move. *The powerful cool running motor is ¾ hp self-lubricating. *Exclusive multiple ports design reduces noise for quiet operation.

See Our Exhibit January Market

American Furniture Mart, 17th floor—Space 35 and 36



hot weather sales didn't materialize. Thus the early season sales accounted for a greater percentage of the year's total. As pointed out last year, this is an expensive (and disastrous way) to improve the seasonal sales pattern.

Here's how 1954 compares with previous years:

Month	1952	1953	1954
January	1.00	1.31	3.32
February	1.45	2.98	5.94
March	1.92	6.78	7.15
April	4.28	10.61	9.46
May	12.60	20.94	10.61
June	32.48	26.77	22.36
July	26.89	16.55	23.86
August	14.83	6.88	9.69
September	2.18	2.48	3.39
October	.80	1.84	1.52
November	.58	1.17	1.03
December	.99	1.69	1.67

The 1955 pattern, when available, will probably show even more changes. Heavy first quarter sales can be anticipated, but the percentages for April through June may decline. A peak should be set in July and August with even September probably doing better than heretofore.

Saturation Up

Saturation increased again this year, although the new saturation figure does not show a very appreciable gain when compared with the one published in last year's January issue. This is because last year's figure has been revised slightly on the basis of information contained in the first annual survey of the home cooling market by the Du Pont Co. The field work for this survey was done during the summer of 1955.

Based on over 13,000 consumer interviews, the survey concludes that the room air conditioner saturation at that time was 4.3 percent. Last January Electrical Merchandising estimated a saturation of 4.5 percent. Du Pont officials point out that more room units are being used in commercial and office space than the industry had estimated. (Any estimate of saturation is complicated by the two-fold problem of determining how many units go into non-residential use and how many residential sales represent purchase of a second or third unit.) On the basis of the Du Pont survey ELECTRICAL MERCHANDISING now estimates saturation to be about 5.6 percent.

Study Provides Market Data

The Du Pont study provides considerable marketing information. It confirms, for example, the seasonal nature of the business: about half of the owners said they bought their unit during the hottest part of the summer. Asked what they liked best about their unit, 40 percent said "coolness," another 22 percent said they could sleep better, nine percent liked the humidity control possible with a unit and eight percent liked the dust-free rooms possible with an air conditioner.

Just under half of the owners installed their units in the bedroom while 34 percent chose the living room. Ownership was heaviest among home owners while renters accounted for only 23.7 percent of ownership. Three-quarter ton units accounted for 47 percent of the market; one-third ton units accounted for 3.4 percent, one-half ton for 12.8 percent, the one ton for 24 percent and the over one ton sizes for one percent of the market. (Over eleven percent did not specify capacity.)

Ownership was heaviest in homes in the \$10-15,000 class (30 percent) while homes in the \$7500 to \$10,000 class and the \$15 to \$20,000 range accounted for 22 percent each.

Over 83 percent were satisfied with their units. Criticism included: noise of unit, inability of unit to maintain desired temperatures; high operating or maintenance cost; and adverse effect on the decor of the room or exterior appearance of the house.

Non-owners listed price, cost of wiring, high operating costs and land-lord regulations as deterrents to pur-

Where They're Sold

The conclusions about 1955 sales voiced earlier in this article are borne out by tables appearing in connection with "Appliance Markets by Regions" appearing elsewhere in this issue. These figures are based on reports by utilities in each region and are offered in the form of "sales per 1000 customers of utilities reporting." This year's figures show that sales increased in every region but the West South Central (Arkansas, Louisiana, Texas and Oklahoma). Here sales fell from 77 per 1000 customers to 73. Heavy increases were registered in New England (from 5 to 13), the Middle Atlantic (from 26 to 39), the East North Central (from 12 to 20), the South Atlantic (from 26 to 36), and the East South Central (from 39 to 48). Air conditioning information was received from utilities serving 27.8 million customers (or about 60 percent of the national total). Making allowance for non-reporting utilities, the study indicates a grand total of 1.5 million sales of room air conditioners at retail, somewhat higher than the generally accepted estimate of over 1.3 million.

No one knows what 1956 will bring in the way of weather but assuming that favorable weather arrives, the industry expects to better all of this year's totals. Sales of 1.6 or 1.7 million units at retail are being forecast. Since only 350,000 units are being carried over into 1956, production will have to better the 1.5 million mark (since a minimum inventory of 200,000 to 300,000 must be carried over into next year.)

What's Ahead

A good deal in the way of product innovation is being offered this year.

(Continued on page 314)

GREAT NEW STANDARD OF PERFORMANCE-YOU CAN SEE, HEAR, SELL!

- WESTINGHOUSE-

PRECISIONEERED TELEVISION



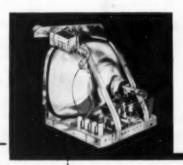
precision-perfect BEST-BY-EYE PICTURE!

A triumph of advanced Westinghouse electronic engineering! Sharpest focus plus perfect steadiness and brightness bring brilliant new depth and realism to viewing—channel-to-channel. Westinghouse precision-picture circuits . . . including Fast-Keyed Automatic Gain Control, Noise Killer, Distance Selector . . . keep picture free of flutter, flopover, jitter or jump.



precision-tone BEST-BY-EAR SOUND!

Scientific balance of Speaker, Amplifier and Acoustic Chamber provides reproduction of music and voice precisely as transmitted from studio. High, low and middle tones are free of distortion. Automatic volume control keeps pre-selected FM sound level constant.



precision-built SILVER SAFEGUARD CHASSIS!

All circuitry and components are precision-bonded in a single deep-etched network of gleaming metal. Circuitry is immune to vibration, moisture, heat . . . can't wear out, can't burn out.

Horizontal Mounting—All heat instantly channeled up and away from important chassis components . . . for cooler operation . . . longer set life. AND—with all parts and components on top of the chassis—90% of adjustments and servicing can be done quickly and easily without removing the chassis from the cabinet.

See the outstanding

NEW WESTINGHOUSE PRESIDENTIAL LINE

featuring the Catalina, Convention and Riviera series at the Merchandise Mart, Chicago—starting January 9.

See and sell the year's most exciting new television styling—combining all that's beautiful with all that's functional

—all the way
from the easy
new top tuning to
the luxurious new
matching bases!



Soon the whole nation will be seeing and hearing

Westinghouse 1956 Television and Radio Advertising featuring the Catalina, Convention and Riviera Series of the new Presidential Line.

1956 political campaign and election!

Complete coverage of both Party Conventions . . . weekly Political Debates . . . up-to-the-minute, on-the-scene Election Returns! All sponsored by Westinghouse over full CBS network television and radio facilities—reaching over 95% of all televison and radio homes.

"Westinghouse Studio One" With Betty Furness!

Television's most popular dramatic show—and America's best-remembered product demonstrations by Betty Furness. Reaching 20 million viewers over 101 network stations week after week! PRE-SELLING WESTINGHOUSE TELEVISION AND RADIO TO YOUR PROSPECTIVE CUSTOMERS! PRE-SELLING THAT PAVES THE WAY TO BIGGER-THAN-EVER SALES AND PROFITS FOR YOU!

Make performance pay off big IN '56-WITH WESTINGHOUSE PRECISIONEERED TELE-VISION . . . BY FAR THE FINEST, MOST SALEABLE PERFORMANCE IN TELEVISION!

Get all the facts about the valuable Westinghouse Franchise! Phone your Westinghouse Television Distributor today!

Westinghouse Electric Corp. Television-Radio Division YOU CAN BE SURE ... IF IT'S Westinghouse



Air Conditioners

- CONTINUED FROM PAGE 312-

Preliminary showings by manufacturers indicates (1) an awareness of installation problems (particularly in connection with casement windows); (2) an effort to make units more versatile and adaptable; and (3) an effort to ease wiring problems. All of the innovations make the product more attractive and with any kind of break in the weather the industry should hit its new records without too much trouble.

DEHUMIDIFIERS

In the early Fifties dehumidifiers were the bouncing baby of the air conditioning industry. Firm after firm entered the business. In 1952 the industry experienced a real boom and the visions of the past seemed close to realization. Then sales sagged and by 1954 the dehumidifier was being looked on as a problem child. There was no disposition to change this judgment up through the middle of 1955. Then, suddenly, the units began moving.

ing.
Manufacturer shipments soared to 92,000 units and the industry's inventory vanished almost overnight.

This was a gratifying experience for the industry but one which did not deceive the manufacturers left in the business. Last year's good business was due to oppresively hot and humid weather. What about 1956? "Let's not fool ourselves," one manufacturer said last month, "this is still a weathermade business and no matter how many units we sold in 1955 we'll still be dependent on weather for sales in 1956"

This opinion is shared by a number of manufacturers. Each has some hope, however, that the stepped up business last year will help somewhat with 1956 business. One manufacturer says that the sell-out in 1955 will better the dealer's attitude toward the appliance. Saddled with units which just didn't move in 1954, many dealers were ready to give up on dehumidifiers. Last year's experience should help interest them in the business again. In addition, consumer acceptance has probably increased a little as a result of attention paid the dehumidifier last year.

That, at least, is what manufacturers hope for in the short intervals when they're not wishing for hotter, more humid weather.

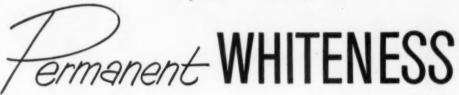
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"IT MEANS HIGH DOWN PAYMENT."

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always an EFFECTIVE SALES POINT!





Your customers appreciate the one appliance finish that won't discolor or fade with age-the nonyellowing finish that keeps its original beauty and charm for life, Porcelain Enamel! Whether it is the ever-popular white, or a lovely new decorator's color, Porcelain Enamel is the one finish that is not scratched by skillets or knives, is not stained by juices, is not harmed by heat.

> Use these outstanding advantages to gain quick acceptance of appliances finished in Porcelain Enamel.



Appliances finished in colored Porcelain Enamel have the same advantages as those finished in white . . the same hard, glasslike surface that resists all forms of wear and scratching; the same rocklike composition that is proof against staining; the same high-temperature fusing that locks-in the qualities that make Porcelain Enamel supreme in appliance finishes.

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THIS LABEL identifies products fin-ished in genuine Porcelain Enamel. Be sure your customers see it, and

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NEW COLORS. Woman's Friend SUPER-REGENT for 1956



SPACE 511-A FURNITURE MAR

MAKING GOOD WASHERS FOR OVER 50 YEARS . MANUFACTURED BY CENTRAL RUBBER & STEEL CORPORATION . FINDLAY, OHIO

ELECTRICAL APPLIANCE NEWS

NEW PRODUCTS



ANNA A. NOONE

New Products Editor

1956 Refrigerator Lines



KELVINATOR Foodgrama

Kelvinator Div., American Motors Corp., Detroit, Mich.

Device: New built-in Foodarama combination upright freezer and refrigerator.

Selling Features: Available in 8 pastel colors, white or brushed chrome, the Foodarama combines a 166 lb. upright freezer with a 12.2 moist-cold refrigerator, side-by-side in a single compact cabinet with separate vertical doors; contains all features of the free-standing model, including breakfast bar, roll-out shelves, fruit basket, frozen juice concentrate dispenser rack and unrefrigerated banana bin. Fits into space 48‡ in. wide, 62 in. high and 21-in. deep. Matching all-steel trim fits flush to wall. May be installed in recessed wall or in a cabinet group.

Price: \$749.95



MAYTAG Refrigerator-Freezers The Maytag Co., Newton, Iowa

Device: Maytag 'Double Decker' refrigerator-freezers, 99RF and 86RF.

Selling Features: 99RF has 18 cu. ft. capacity, 86RF has 14 cu. ft., freezer is located in lower half of unit: refrigerator automatically defrosts; temperature of freezer compartment is regulated by pre-determined pressure drop of refrigerant after it passes through a restrictor tube and heat exchange point; meat

tray of polystyrene holds, 9 lbs. meat; easy to lift out for cleaning; glideout shelves of anodized aluminum on nylon rollers; tight seal door latch has 45 lb. spring tension; space along side vegetable crisper for half gal. milk bottles; butter keeper maintains 50-60 degs.; juice decanter holds 3 qts. liquid; bottle and fruit and vegetable storage; other features include keeper, 24 egg keeper; 4 ice cube trays; sharp freezing plates on all shelves as well as refrigerated coils top and bottom, freezer dessert bar holds ice cream, sherbets etc.; juice bar holds 20 6-oz. cans frozen juice; stor-well holds up standard 1-oz. packaged frozen foods; snack bar for left overs. Prices: \$699.95 and \$599.95.



HOTPOINT Refrigerators

Hotpoint Co., 5600 West Taylor St., Chicage 44, III.

Models: 7 models in 1956 line include three "style leader" models mounted on rollers.

Selling Features: Big Bin refrigerator-freezer 6EH12 (12.2 cu. ft. total capacity, including 75 lb. top freezer) provides a large shelf 1.5 ft. deep at bottom of door. Shelf holds 3 bu.; separate removable front compartment holds fresh vegetables and fruit; rear space holds tall bottles. Rollers on refrigerator permit easy movement; toe lever locks rollers. Other features include: one lb. Butter Bin, 6 lb. Cheese Keeper, Coldcoil humidity system, automatic defrosting, sliding, adjustable aluminum shelves, meat shelf with heat resistant glass tray, aluminum door shelves, cold control, porcelain finish inside, Calgloss exterior.

Two-door refrigerator freezer 6EW12 has top level, 91 lb. freezer behind separate door with separate aluminum cooling system, insulation on all six sides. Freezer door has special rack for juice concen-

Upside-down Eye-Hi refrigerator

freezer 6EL11 features 123 lb. freezer behind separate inner door. Freezer has separate cooling system. insulation on all six sides. Inner door held against gasket with 25 lbs. pressure for leak-proof seal.

Other refrigerators in line range in size from 1.7 to 11 cubic feet, have full-width or separate crisper drawers, chiller trays, aluminum freezers and door shelves.



NORGE Refrigerators

Norge Div. Borg-Warner Corp., Merchandise Mart Plaza, Chicago, III.

Device: Norge 1956 line includes 2 Tri-Level, refrigerator-freezers: 4 Customatics and 3 DeLuxe models. Selling Features: Tri-Level Customatic models provide 3 separate food storage compartments-a locker at bottom for 105 lbs. frozen foods; 10 cu. ft. refrigerator in upper half; and a middle compartment for ice cubes, ice cream and frozen juices; frozen food locker rolls out on nylon rollers; free-floating, selfsealing door pulls chest closed; ice cube locker provides dozens ice cubes; Tri-Level models have 13 and 11 cu. ft. capacities; 13 cu. ft. model comes in green, pink or yellow, with copper, gray, or satinchrome removable upper door caps.

Customatic models in 13, 13.61, 11.17 and 11.63 cu. ft. capacities; DeLuxe models in 10.98 and two 8.52 cu. ft. models. All Norge models have In-A-Dor crisper at eye level in door, that lifts out; shelf for tomatoes, oranges and other delicate fruits; "picture window" shows contents crisper; lift-off hinge doors permits exterior to be lifted off when moving, free-floating, self-locking-design door latches; Customatic models have humidity and temperature controls and automatic defrost; new line includes fold-back, removable and adjustable shelves; roll-out shelves; wide meat saver, removable egg nest and butter and cheese banks.

Prices: From \$549.95 for top Tri-Level to under \$199.95 for DeLuxe A6-85.



G-E Refrigerators

General Electric Co., Appliance Park, Louisville, Ky.

Models: 7 refrigerator models in 1956 line all feature G-E Alnico magnetic doors.

Selling Features: Doors open easily and swing shut themselves; some models have full-width toe pedal opener; 3 models have revolving shelves that turn out from refrigerator for greater food accessibility; shelves are adjustable in height, provide 15% greater shelf area; revolving shelves are also featured on 3 refrigerator-freezer combinations: a 2-door, 14 cu. ft. with freezer on bottom; a 2-door, 12 cu. ft. model with freezer on top; and an 11 cu. ft. single door combination; all these have automatic defrosting refrigerator section and zero freezers.



Top of line G-E wall refrigeratorfreezer, an 11-cu. ft. combination that hangs on wall like a picture or can be built-in with its front surface flush with wall, has frosted turquoise interiors with copper trim; added door shelf space; Alnico magnet door closing at bottom of each door.

Other free standing models in line include a 10 cu. ft., and 2 8-cu. ft. budget models.

Sureloned "sure-seal"

Newly developed "sure-seal" gasket on all 7 models; adjustable door shelves, built-in butter compartments, egg racks, porcelain vegetable drawers are other features. All available in Mix-or-Match colors.



KREFFT Refrigerator

Norco Sales Corp., 1263 Westwood Blvd., Los Angelos 24, Calif.

Device: Krefft "convertible" refrigerator that operates on butane or electricity.

Selling Features: Conversion requires only to remove butane ex-haust tube from a port at top of refrigerator and insert electric plug-in element; easy convertibility feature for transients such as trailer and boating people.

Automatic controls panel at front consists of a butane temperature control, a safety control button and an automatic ignition switch; a kerosene-electric model is also available 2.8 and 3.9 cu. ft. models; electric system operates on a.c. or d.c.; vitreous glass lining, 4 full-width shelves, 2-door shelves; vegetable crisper; drip tray and 3 ice cube trays are standard equip-



REVCO Freezers

Revco Inc., Deerfield, Mich.

Models: Revco 1956 freezer line expanded to 9 models of chests, uprights and the Dinette freezer.

Selling Features: Upright models in 3 sizes: 12, 15.5, and 18 cu. ft.; "auto-load" door featured in 2 larger models; door has special compartments for ice cream, packaged foods and an automatic juice can dispenser.

Chest line in 5 models: 11, 17, and 25 cu. ft. Deluxe, and 17 and 26 cu. ft. Custom models.

Dinette, a 2-drawer, 5.5 cu. ft. freezer in a 4-place dinette set with matching top and chairs.



NEW PRODUCTS 1956 Refrigerator Freezer and Ranges



REVCO Built-Ins

Revco Inc., Deerfield, Mich.

Models: Revco Bilt-In refrigerators and freezers for 1956.

Selling Features: Refrigerator, 8.4 cu. ft., features automatic defrost; redesigned interiors; new inner door shelves have butter keeper, cheese keeper; overhead recessed light, temperature control; removable adjustable shelves, giant crisper with

plastic sliding door.
Freezer has 6.3 cu. ft. capacity,
holds 210 lb. frozen food, and is
identical in exterior with refrigerator; full width fast freeze shelf; pull-out drawer on nylon rollers.

Refrigerators and freezers are separate-each with its own compressor, can be used vertically or horizontally. Available in stainless steel, antique copper or 32 custom Dulux colors.

Refrigerators start \$354.95; matching freezer \$329.95.



HOTPOINT Electric Ranges

Hotpoint Co., 5600 West Taylor St., Chicago 44, III.

Models: 8 in '56 line, 5 of which are available in 5 colors plus white. Selling Features: Top of the line range RD25 and model RC24 include Supermatic cooking unit with automatic temperature control-a "heat watcher" button in center of unit that senses and maintains temp. of food and utensil. RD25 has meat thermometer which plugs into oven wall, gives temp. reading on back panel. Plug-in ro-tisserie holds 15 lb. beef roast; two sided wire grill can be plugged into rotisserie to turn steaks, chops, etc., under broiler. This 39" range has 2 ovens, auto. oven timing clock, fluorescent lamp, 2 storage

drawers, 2 appli. outlets, all porce-lain finish.

Entire line includes two 30" models (RF3 and RG3), provides raisable broiler racks, lighted pushbutton controls, plug-in griddles, automatic timers, Super 2600 Calrod surface units.



KELVINATOR Ranges

Kelvinator Div. American Motors Corp., Detroit, 32, Mich.

Models: 4 new 40-in, ranges added to Kelvinator 1956 range line.

Selling Features: Two top models KR-F49 double oven and KR-F48 single oven feature new "Roast



Ready" automatic meat thermometer that tells temperature of meat and turns off oven; aluminum foil liners and 8 pastel colors plus

KR-F48 and KR-F47 with "Bonus Broiler,"-in these single oven models, the rod-type broil unit may be removed from oven, and plugged into left storage com-partment for use while oven is used for other purposes.

KR-F48 also features an up-down surface unit which serves as a thermostatically controlled deep fat fryer with 6-qt. aluminum kettle in down position; full-width fluorescent lights; control panel has 2-speed minute minder, 2 appliance outlets, one timed, and an oven signal light; oven door has non-

fog glass window. KR-F49 double oven model has a full-size second oven; in place of deep well cooker it has a fourth twin "rocket" surface unit; right oven has non-fog glass window. KR-F47 has foil linings, thermo-

static action surface unit control, bonus broiler, 2-way oven light automatically and manually controlled; signal light to indicate when surface units are on; and updown unit and deep well cooker;

porcelainized deep roaster pan with aluminum broiler grill. KR-F43 has 7-heat surface switches; flat thin tubes that hug utensils; automatic oven timer; oven signal light; 12 position oven

Prices: From \$269.95 to \$489.95; color is \$15. additional.



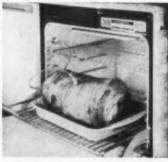
G-E 1956 RANGES

General Electric Co., Appliance Park, Louisville, Ky.

Models: 10 ranges in 1956 line includes 3 Deluxe 40-in; 2 medium, and a low-priced 40-in.; one 36in., three 24-in. Spacemakers, plus built-in ranges in porcelain enamel and satin chrome and a non-automatic built-in.

Selling Features: All models have a fast-heating, giant, 8-in. "faster-than-gas" Calrod surface cooking unit for automatic frying and boil-ing, operated by a control knob dial is set to temperature desired and minute timer to period of cooking, unit preheats itself at hi-speed, switches to cooking heat selected; heart of unit is a flat sensing element that measures temperature of bottom of cooking utensil and holds selected tempera-

Deluxe Liberator and Stratoliner models feature a new meat thermometer and automatic griddle.



Meat thermometer consists of indicator dial, a probe which is inserted into meat, and a flexible cable which carries signal from probe to indicator dial on backsplasher where user can see roasting progress.

Speed grill of light weight aluminum rests on 2 left Calrod surface units and plugs into a 3hold receptacle in backsplash—when grill is plugged into place it inter-connects left rear unit with front unit which is automatic, so that both become automatic; control knob provides wide variety of heats; can be lifted off to wash at sink. A new, improved combination oven and minute timer on handy dial.

All ranges come in Mix-Or-Match colors—yellow, pink, green, brown, blue and white.

Built-in oven in satin chrome has easier installation. For easier installation of pushbutton panel a flexible cable with plug connector permits "in-the-wall" installation of push-button panel without disconnecting surface unit wires.



L & H Built-In Oven Norris-Thermador Corp., 5215 S. Boyle Av., Los Angeles 58, Calif.

Device: L & H "Easy-View" custom-built range.

Selling Features: Oblong window at right height for convenient inspection of cooking processes without opening door; window consists of double panes of glass with airinsulated compartment between-will not discolor or fog, heat loss is reduced to minimum; silicon seal on inner pane prevents greasy vapors from entering air compartment between panes; heat-treated glass; fully-automatic L & H oven with preheat, intervaltimer, automatic time control and electric clock with infra-red, smokeless broiler; available in copper, sandal-wood brown, yellow, grey, willow green, pink and white.

Price: \$174.50.



HOTPOINT Built-In Cooking Equipment

Hotpoint Co., 5600 West Taylor St., Chicago 44, III.

Models: Automatic and standard wall ovens, 3 surface unit sections, plug-in Calrod Golden Fryer, Golden Griddle, and Automatic Golden Fryer.

Selling Features: Customline automatic oven RJ3, available in 5 "colortones" or stainless satin chrome, has 60' timer, thermos'at, lighted pushbuttons, plug-in rotiserie, plug-in heating units. Budget-priced companion oven RJ4 doesn't have automatic features, rota-grill or pushbuttons.

NEW PRODUCTS ... and Dishwashers

4-unit surface section RK1 provides five measured heats for each unit, features Super 2600 Calrod unit for speed cooking. Indicator lights show which unit is operating. Available in stainless steel and 5 colors.

Two-unit section RK2 is operated by remote control pushbuttons colorkeyed for five heats, has super 2600 Calrod unit in front. RK 3 has thrift cooker in rear. RK4 has receptacle for Golden Fryer.

Golden Fryer RX23 inserts into backsplash receptacle and thrift cooker furnished with RK4 top. Thermostatically controlled Calrod unit maintains proper fat temperature. Golden Griddle RX31 plugs into backsplasher. Plastic feet adjust for levelling. Trough at rear collects excess grease.

collects excess grease.

Automatic Golden Fryer RX34, 21" wide, 24" deep, has roll-out frying compartment behind French doors, thermostatically controlled 4500-watt immersion type Calrod unit. Twin baskets fit side by side in compartment. Cabinet can be installed under counter.



KELVINATOR Built-In Range Units

Kelvinator Div., American Motors Corp., Detroit, 32, Mich. Models: Kelvinator 1956 built-in

Models: Kelvinator 1956 built-in range line includes 4 ovens, a griddle and a 4-unit surface cooking

Selling Features: Oven doors are available in a variety of exteriors to match or contrast with the "Foodarama": each oven has polished chrome frame; KRA-F4 has stainless steel brushed chrome door panel; Oven KRO-F4 has stainless brushed chrome door panel; KRO-F2, ebony porcelain; 2 other models have nonfog windows; KRO-F8 door panel is tinted in choice of 8 pastel colors; KRO-F6, with window has brushed chrome finish. Top mounted oven controls at eye level; automatic oven timer that starts and stops baking and roasting at pre-determined time; signal lights; circulating oven heat, 9 rack positions are other features; interior light; window models have manual light switch for viewing interior without opening doors.

Surface cooking top KRS-F33 can be installed in any standard 36 in. cabinet; 4 "rocket" surface units heat up instantly; each unit is controlled by 7-position "Picto-Heat" switch; indicator light glows when any unit is on.

Separate griddle, KRG-F has infinite heat switch, a built-in rod

heating element; concealed, removable grease well; griddle is removable for cleaning; signal light glows when griddle is on.

Prices: Ovens from \$159.95 to \$199.95; surface units, \$119.95; griddle, \$72.95



G-E Kitchen Center Cabinet

General Electric, Appliance Park, Louisville, 1, Ky.

Device: New convenient storage cabinet, equipped with built-in radio to rest on top of sink backsplasher and stretch across full length of kitchen Center, and new flexibility of arrangement. Selling Features: Handy cord center

Selling Features: Handy cord center with 2 convenient receptacles and 2 retractable plug-in cords has been provided; a waist-high oven mounted in a special cabinet may also be placed at one end, or anywhere in Center.

Basically designed to combine 4 appliances under one seamless stainless steel countertop (washer-dryer combination, Disposall, dishwasher and range) a 9 ft. 6½ in. Center provides another foot of counter space and an extra base cabinet. Internal water distribution and electrical systems provide easy installation; can also be used in 2-wall design, "L" and "US" shaped kitchens or to form an "island" or room divider.

New full length cabinet has sliding textured glass doors, designed for storing spices, mixes, and small appliances.



HOTPOINT Dishwashers

Hotpoint Co., 5600 West Taylor St., Chicago 44, III.

Models: Include undercounter units, 48" dishwasher sinks, mobile dishwasher, all-available in white or 5 "colortones." Customline undercounter models available with stainless satin chrome front panels. Selling Features: A new width of 24" for undercounter and mobile models, pushbutton controls, and a wetting agent injection in final rinse are top features. All except mobile unit available with either pump or gravity drains.

Push of button starts operation of overhead spray rinse, two washes, two rinses, and electric drying. Wetting agent is automatically injected in final rinse to prevent formation of water droplets which leave spots.

Cushion coated Roll-R racks slide out for easy loading, hold 66 pieces plus silverware service for 8. Top rack reversible to hold tall glasses or extra large plates. Calrod heating clement boosts water temp., dries dishes. Screen around impeller prevents recirculation of food particles.

Mobilemodel MCP23 comes complete with side panels, maple top. Casters can be removed for permanent installation. Lighted color dial permits manual control of cycle.



G-E Dishwashers

General Electric, Appliance Park, Louisville, 1, Ky.

Models: 1956 line includes Mobile Maid and Custom undercounter model.

Selling Features: Mobile Maid can be rolled to table for loading, to sink for washing, and to cabinets for unloading; equipped with counterbalanced lid that permiss opening to full vertical position; new pull handle on front makes it easier to roll around. Water drain and drain connection is made by means of double hose which, when not in use, disappears into back of dishwashers; "unicouple" connector snaps on any type hot water faucet.

Drawer type undercounter model opens from front and loads from top; front panel comes in full range of G-E Mix-or-Match colors, or natural woods-knotty pine, oak, birch and mahogany; new full-width chromium pull handle; 2 power rinses do away with handrinsing; automatic detergent cup shields detergent from turbulent water until injected into wash cycle at proper time; cup also acts as measuring device with 2 compartments to provide double detergent wash when needed; wash solution circulates across dishes at rate of 60 gal. per min., by \(\frac{1}{2} \) h. p. motor; uses only 7 gal. water for whole operation (6 for Mobile Maid); service for 8 capacity.



YORK Air Conditioner

York Corp., York, Pa.

Model: York Snorkel air conditioner.

Selling Features: Takes only 9 in. window space; all-purpose unit, fits any type window, casement or reg-ular, can be hung from sill, mounted on floor, or recessed in wall; window can be opened or closed at any time; for year-round use can be connected to existing heating system to replace steam or hot water radiators, heats by convection without use of fan; can also be equipped with special radiant heating panel; uses no water, re-quires no ductwork or piping, does not project beyond window, hugs inside wall; adjustable upflow cooling; completely portable, can be lifted on or off window; wroughtiron rollaway stand extra; permanent aluminum filter slips in and out easily; automatic thermostat control, room air exhaust for removing stale air and smoke equipped with York Hi-Ef cooling system, sealed-in sound guard, Dictat-air grille, mechanical made air filtering system and armor-clad fusite tipped compressor; positive condensate re-moval, humidity and temperature control; beige and blue finish. Price: \$399.95.



WESTINGHOUSE Air Conditioners

Westinghouse Electric Corp., Mansfield, O.

Models: 8 Westinghouse 1956 models in 3 styles: Custom, Delux, and Special.

Selling Features: Custom line features illuminated control panel for use in darkened rooms; single dial control provides 7 comfort zones on Deluxe and 11 on Custom models; automatic thermostat maintains desired temperature and humidity selected on single dial control; all models have flush mount; full width cooling; no-draft grilles adjustable to direct air flow up, down, right, left or in combinations; air

NEW PRODUCTS 1956 Air Conditioners

returns along front cabinet edge; Fiberglas filters; electronic air cleaner accessory available with Custom and Deluxe models—contains vacuum tube and high voltage transformer to electronically remove particles of pollen, dust up to 1/250,000 of an inch.

2 Special models provide maximum air conditioning at budget prices; they cool, dehumidify, filter and circulate with selections controlled by 3-position switch.

h.p. casement window conditioner and a 2 h.p. model also included in line.

Prices: Custom models from \$379.95; Deluxe from \$259.95; Special, from \$299.95 casement, \$309.95; 2-h.p. \$479.95; electronic air cleaner, 99.95 extra.



AIRTEMP Air Conditioners

Airtemp Div., Chrysler Corp., 1600 Webster St., Dayton, 1, 0.

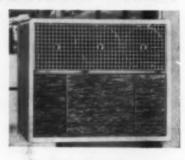
Models: Airtemp 1956 line of 15 air conditioners include Imperial, built-in; new line of Conventional window models and new casement window models.

Selling Features: Built-In Imperial, available in ½, ½ and 1 h.p. has little inside-room projection; completely flush on outside; can be installed built-into wall, or in a 28-in. window or larger; control switches located on side; gray and beige finish.

Forward Look "Deluxe" conventional models in 1, 1-h.p. and 11-h.p. designed for flush mounting; adjustable Polystyrene plastic grille directs air to all areas; soundproof cabinet; thermostat control; large filter; high and low fanspeed control; fresh air and exhaust control; Maxi-fin coil removes excess moisture; hermetically sealed compression.

Special models come in 2 and 1 h.p.

Casement models Deluxe and economy-priced Special available in ½ and ½ h.p.; all models fit easily into any standard casement window or are adaptable to non-standard windows; filters, cools, circulates; controls humidity, ventilates; quiet operation, compressor, fan motors and fan blades "cushion mounted" beige finish; Deluxe models have 2-speed blower for night operation.



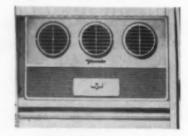
G-E Air Conditioners

General Electric Co., Louisville, Kentucky

Models: GE 1956 room air conditioner line includes Thinline, Custom and All Weather models. Selling Features: Thinline models available in 1, 1 and 1-hp sizes; installs almost flush with window, and in some installations its possible to raise and lower window; overall dimensions are 16½x25x20½ in., can be installed in upper part or regular part of regular window, in most casement windows or it can be built through wall; cabinet and air discharge grill in light beige, hinged panel and air return grill brown flecked with gold; easy cessible comfort controls behind hinged panel; operates on linear type automatic temperature control so degree coolness desired is automatically maintained; fan position provides ventilation, exhaust and recirculation; 3 rotator air directors can be adjusted individually to give desired air direction, center knobs extend through grill for easy adjustment; new air freshener operates from lever in control panel; special storage space for new flat cord, minimum noise through new air flow design; ½ h. p. model draws only 7.5 amps suitable for use in existing 15 amp. multiple outlet

Custom model has 1½ hp capacity, resembles Thinline with air directors operating from below grill.

All-Weather, 1 hp model, heats as well as cools. Also resembles Thinline in exterior design; automatic control does away with hand-controlled hot or cool selector; automatically heats or cools depending on thermostat setting.



VORNADO Air Conditioners

The O. A. Sutton Corp., Wichita, Kansas

Models: Vornado window air conditioners for 1956 features 2 lines: Deluxe, low-priced, and Custom

line. Also 2 new casement window units.

Selling Features: Deluxe, line consists of ½, ¾ and ½ h.p. units; features high cooling capacity; balanced cooling keeps humidity, temperature and circulation in proper balance; Fiberglas filters; flush mount; simplified single-unit control system.

trol system.

Custom line consists of ¼, 1, and 2 h.p.; re-designed to allow wide range of installation and use; ¾ and 1 h.p. models streamlined, thin units, can be mounted flush, all-in, or any between position, or mounted through-the-wall; roll-around stand available; 2-h.p. unit mounts flush with window or over



transom. Custom models feature automatic thermostatic controls; Day-Nite switch.

Casement ½ h.p. unit for 110-volt current draws only 7½ amps for plug-in operation; thermostat control optional; ¾ h.p. unit also available in casement type; "V" type coil arrangement contributes to small, compact size; fits windows 16 in. wide, 22 in. high; controlled with pushbuttons concealed behind front door; high capacity fan-type blowers; air directional louvers; thermostatic control; exterior finishes in rose, blue, grey with charcoal trim.



COOLERATOR Air Conditioners

Mc Graw Electric Co., Lonergan Div. Albion, Mich.

Models: Super 75, Custom 75, Super 100, Custom 100 and Custom 200 flush or adjustable mounted window air conditioners. Selling Features: High velocity blowers; hermetically sealed Tecumsch compressor; with thermal electric overload; Fiesta tan or autom brown high baked enamel on bonderized steel cabinet; 4-way, directional, draft-free grilles; concealed push-button controls with night light; washable aluminum filter; additional outside air intake filter.

Step out of the competitive "package" kitchen field with GENEVA... the custom kitchen line competitively priced



Large or small home ... a GENEVA steel kitchen is the perfect answer.

GENEVA not only offers the widest selection of standard cabinets but has all the features homemakers are looking for ... built-ins to fit most ovens and ranges ... a choice of soft colors ... special purpose cabinets for specific kitchen chores ... and best of all, a price which will fit any budget. Raise your profits in the booming kitchen market that is here to stay, with GENEVA... the custom kitchen competitively priced.

- Full line of color at no extra cost
- Unexcelled quality
- Competitively priced
- Most extensive and versatile line
- Special feature cabinets
- Cabinets for built-ins
- Full warranty
- Stainless steel, porcelain and built-in sinks
- Nationally advertised
- Trained kitchen specialists to help you

Sell GENEVA . . . and you sell customer satisfaction.

GENEYA MODERN KITCHENS, Geneve, Illinois
Division of Acme Steel Company

We are interested in the profit opportunities of custom kitchens. Rush complete details on the Geneva line.

Name

Address

City

State



G-E Fans

Fan Division General Electric Co., Portable Appliance Dept., Bridgeport, 2, Conn.

Models: 3 new fan models have been added to GE fan line-N-1, P-1 and W-4.

Selling Features: Low-cost utility fan, N-1 features 6-element blade; sealed oil system; no radio or TV interference; plastic case with chrome "no-tip" base; compact, hangs on wall with cup hook; adjustable to any angle; 425 cfm.; frost grey finish.

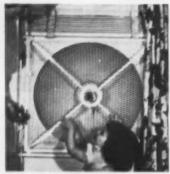


Roll-Around P-1, 20-in. fan mounted on stand that will roll easily from room to room and adjust to any height from 3 to 5 ft.; tilts to any angle; exhausts, hot air, brings in cool air, can be used as circulator or floor fan; 3-speed control; safety grille; 3500 cfm.



W-4 Deluxe automatic window fan, electrically reversible; pushbutton controls, 3 speeds for intake, 3 for exhaust; thermostat turns fan on when its hot and off when its cool; can be reversed while running; 3 scientifically matched GE blades motor and orifice; no radio or TV interference; 2100 cfm. ventilating, 4000 cfm., circulating; lightweight and portable, handle disappearing; safety grill guard snaps out for easy cleaning; adjustable mounting panels for windows from 294 to 38 in., extra slots for narrow windows. Prices: N-1, \$9.95; P-1, \$59.95.

NEW PRODUCTS . . . 1956 Fan Lines



BAR-BROOK Fans

Bar-Brook Mfg. Co., Inc., 6135 Linwood Ave., Shreveport, La.

Device: Bar-Brook 1956 fan line includes a 22-in, window Breezebuilder.

Selling Features: Features slim decorator styling and streamlined safety grille, 2-speed electrically reversible; easy to install; also available in 30-in. size.



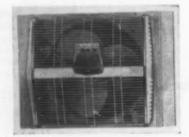
AIR KING Fans

Berns Mfg. Corp., 3050 N. Rockwell St., Chicago 18, III.

Models: Air King 1956 window ventilator AV20PB, 3-speed window fans SQ20PB, and SQ20.

Selling Features: Window Ventilator AV20PB, 20-in. model with pushbotton controls is now available with an automatic thermostat; electrically reversible; has 3 speeds for exhaust and intake, all pushbutton controlled; slimmed down styling, safety grille; ivory baked enamel finish, delivers 3250/2580/2120 cfm; adjustable in width from 28 in. to 40- in. wide with extension sleeves available for wider windows.

SQ20PB electrically reversible push botton controlled 20-in. window fan features new thinner, square design that mounts flush with window; adjustable side panels permit use in windows of varying widths; vari-colored push botton control reversible feature as well

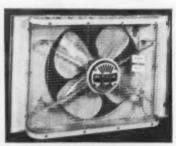


as 3-speeds on exhaust or intake; ivory finish.

SQ20, 3-speed has same design as SQ20PB except it exhausts only. A timer which permits running

A timer which permits running fan for preset period is available extra.

Prices: Ventilator, \$66.95; SQ20PB window fan, \$59.95; SQ20, \$39.95; timer, \$9.95.



VERNCO Fan

Vernce Corp , 1804 22nd St., Columbus, Ind.

Device: Vernco deluxe 2-speed, 20in, window fan.

Selling Features: Electrically reversible dynamically and statically balanced; adjustable panels for easy installation in windows 24 to 36 in. wide; removable grille; gray baked enamel finish. Other models in line include a 30, 36, 42 deluxe attic fans.



MARKEL Fans

Markel Electric Products Inc. Buffalo, N., Y.

Models: Markel 1956 20-in, Direct-Aire fans

Selling Features: Direct-Aire models feature fingertip-adjustable aluminum louvre which provides draft-free air diffusion or air-direction; 3-speed electrical reverse, automatic thermostatic temperature control, portable and an automatic guide light; all controls—the twin-louvre direction controls, the thermostat and the electric reverse and 3-speed control—are positioned at eye level.

Twin-portable window fan has 2 independent swivels; each fan swivels independently 30 degs., moves broad streams of cool air over 20 ft. away; fits any window; delivers 1500 cfm.

Adjustable-height fan caddy and 20-in. Markel Fresh-Air maker combination scientifically balanced for easy mobility, fan caddy has 3-wheel

construction; permits complete 360 deg. rotation of fan and an adjustment of from 30 to 57-in. from floor; air stream can be adjusted at any angle or height.

any angle or height.

Complete 1956 fan line includes four 20-in. fans, a 20-in. fan-and caddy combination, a 16 in. fan, a twin 12-in; and a twin 8-in.

Prices: Twin portable, \$19.95.



EMERSON-ELECTRIC Ventilator

The Emerson Electric Mfg. Co., St. Louis 21, Mo.

Device: Emerson-Electric 8-in. ventilator for built-in wall or ceiling installation.

Selling Features: Suitable for kitchens, laundry rooms, bathrooms, recreation rooms; specially designed pressure-type blades deliver air through duct; shallow housing accommodates standard 3½x8 in. furnace duct; mirror-finish grille is easily removed for cleaning and servicing; optional accessories include rectangular wall cap for wall discharge and a weather proof roof cap for varying pitch of roof; delivers 700 cfm; fan and grille section priced separately from fan housing and accessories.

Price: Fan and grille section combined with fan housing, \$23.75.



EMERSON-ELECTRIC
Attic Fans

The Emerson Electric Mfg. Co., St. Louis 21, Mo.

Models: Emerson-Electric 1956 24and 30-in. vertical discharge, ballbearing attic fans.

Selling Features: Designed for simple, low-cost installation adaptable for attics with low headroom; fans rest on framed ceiling opening—no mounting or plenum chamber required; features include balanced, deep-pitched blades that deliver large air volume at low operating speed; built-in lifetime lubrication; heavy-duty rubber mounted motor with built-in thermal overload protector; 24-in. fan delivers 5200 cfm; 30-in. fan delivers 7000 cfm; both finished in beige and brown baked enamel.

Price: 24-in, \$76.55; 30-in. \$85.30.

SILEX HANDYHOT ENTERPRISE

ILEX

NOW...THREE FAMOUS NAMES...UNITED

to bring you these money-makers in ONE great line



Silex Starlight Carafe Set. Carafe and coffee warmer styled in tune with today's taste—copper and wrought iron. Gift packaged. 8-cup set \$6.95. 12-cup set \$7.95





and work-saver in the beats, mixes, purees, ellow, or white. \$17.95





Silex Glass Percolater "Twins." Graceful glass and chrome design. Makes delicious coffee...doubles as smart beverage server. 4-cup \$3.95. 8-cup \$5.95





Enterprise Knife & Scissors Sharpener, Safe, efficient, practical. Gives a keen, precise cutting edge. No adjustments, professional results! \$14.96





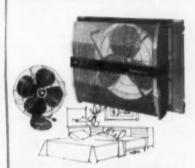
Silex Electric Glass Coffeemaker, Famous for finer tasting coffee—made in glass! Complete with semi-automatic brewing stove. \$13.95



indyhot Deluxe Juicit. Approved by Sunkist. Health-, better tasting fresh juice in seconds. Oscillating inner extracts 20% more juice. Standard Juicit \$16.95. luxe Juicit \$21.95



Handyhet Portable Electric Clothes Washer, More than a million sold! Big washer performance, portable convenience. Ideal for baby needs. \$32,95 to \$42,95



see us at the show booth nos. 145-155

Silex-Handyhot-Enterprise! See these quality appliances and many more at the Silex Display. Ask about our 1956 promotion program, including Certified Stock Insurance Plan for Handybreeze Fans.



ILEX

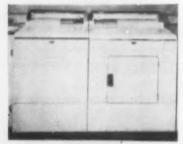
The Silex Company, Hartford 2, Conn. . Iberville, P. Q. Canada Chicago Electric Division, Chicago 38, Illinois Enterprise Manufacturing Division, Philadelphia 33, Pa.



WOMAN'S FRIEND Washers

Central Rubber & Steel Corp., Findley, Ohio.

Model: 1956 SRPT wringer washer. Selling Features: Top model in line of 6 models has 2-way "fill 'n drain" hose; tub can be filled or emptied at kitchen sink; also features dualrange, Lovell wringer for high or low pressures; new styling color combinations; semi-automatic control on 2 top models; 10-lb. porcelain tub has double wall construction; outside finished in DuPont Dulux baked enamel.



HOTPOINT Laundry Line

Hotpoint Co., 5600 West Taylor St., Chicago 44, III.

Models: 1956 line include 3 matched pairs of all porcelain washers and dryers in deluxe, standard and budgetprice ranges, all available in white or 5 colors.

Selling Features: Top washers include lighted pushbutton controls, separate cycles for normal and delicate fabrics, automatically fill to desired water level, provide hot or warm wash water, warm or cold rinse water, any desired washing time. Special sediment ejector pumps out heavy soil and sand during wash. Overflow rinse carries dirt away from clothes.

Super deluxe LK11 matches dryer LG11 in style and appearance. Both have chrome back panels with fluorescent tubes. Deluxe dryer provides high, medium and low heats, permits tumbling without heat, flushes heat, moisture and lint down the drain.

Standard washers and dryers have pushbutton controls. Washers have 2-cycle operation. Standard dryer has interior light, oversize lint screen.

Low-cost washer is fully automatic, provides hot or warm wash water. Companion dryer operates on 115 or 230 volts. Single dial controls drying time. All dryers stop if door is opened. Washers shut off automatically if circuit is overloaded.

NEW PRODUCTS . . 1956 Laundry Lines



APEX Washer

Apex Home Appliances Div., Apex Electrical Mfg. Co., Cleveland, O.

Device: Apex Foldaway Spiral Dasher portable washer.
Selling Features: Washes full 9 lb. load in 6 to 8 min.; mounted on ball-bearing casters, can be used wherever water and drain facilities are available; requires only 3 sq. ft. floor space; square design; Apex molded Fibre-glass, heat-retaining tub, has 20 gal. full load capacity; rigid scrubber section built into one side of tub; cast aluminum Spiral Dasher gives gentle, jet-action washing; has special, water-saving Silk-line mark for small loads.

8-position wringer folds down inside washer tub when not in use; transforming unit into a 36 in. high work surface with Apex Fibre-Glass rust and stain resistant table-top cover, which is used as splash guard when washer is in use. Wringer has special pressure selector which permits wringer pressure to be preset to low for woolens, medium for linens and high for cottons; completely enclosed, permanently lubricated motor; retractable cord.



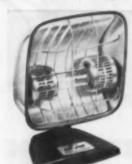
TOASTMASTER Iron

Toastmaster Products Div. McGraw Electric Co., Elgin, III.

Device: Toastmaster automatic iron No. 4A2.

Selling Features: Thermostat located in in from ironing surface provides accurate ironing temperature; weighs 3½ lbs.; air cooled handles; 1000-watts, a.c. only; even heat distribution over steel soleplate with chrome finish; temperature control dial has settings for rayon, nylon, silk, wool, cotton, linen; heel rest.

Price: \$12.95.



SPERTI Sunlamps

Sperti Faraday Inc., Hoboken, N. J.

Models: 3 restyled Sperti sunlamps, Reviera, Miami and Palm Spring. Selling Feature: Riviera, stand model, combines ultra-violet sun lamp and infra-red heat lamp, features detachable base and feet and stem for convenient storage and option of assembling lamp as a stand or table model.

stand or table model.

Both stand models equipped with Spertimatic tan timer which can be set for any period from 1 to 30 min.; automatically turns off lamp; timer is also available separately for use with table model; therapeutic sun goggles come with each lamp, extras cost \$1. a pr. Miami, table model in gold and black; Palm spring professional.

Prices: From \$39.95 to \$74.95.



G-E Water Heaters

General Electric Co., Appliance Park, Louisville, Ky.

Models: G-E quick recovery water heaters Y40X8N table top and Y40X2N round model.

Selling Features: New long fiber, fiberglas and long fiber mineral wool insulation; heating power provided through 2 sets automatically controlled fast-heating Calrod coils, one placed around top, the other the bottom of water tank; upper coil heats first, second coil automatically starts when upper water is heated; cold water baffle placed over water inflow pipe at bottom stratifies water and prevents it from mixing with and cooling hot water; table top model, a 40 gal. unit is same height as GE sinks, washers, dryers, has 4 sq. ft. flat porcelain work surface; may be placed anywhere in house; round model, 40-gal capacity is

thinner and shorter with full-skirt treatment. Coils are wrapped around outside of inner tank.



BELL Sewing Machine

Reid, Decker & Stocki Inc., 16 Van Wagenen St., Newark 4, N. J.

Device: Bell-Messerschmitt "Magnematic" sewing machine.

Selling Features: Will do all straight stitch work plus zig-zag patterns; built-in stitch pattern makes up to 1024 basic patterns without changing stitch setting; new magnetic full-rotary hook guarantees against jamming of bobbin thread; free-arm feature makes it possible to sew tubular garments, sleeves, trouser legs etc.; easily converts to flat bed machine when needed. Other features include angled upper tension, built-in light, stitch length control, forward-reverse switch; needle position control.



DORMEYER Power Tools

The Power Tool Div., Dormeyer Corp., Kingsbury & Huron Sts., Chicago 10, III.

Device: 4 drill kits—Nos. 300, 310, 320, 330; and ½ in. drill No. 510. Selling Features: Kit No. 300 features a ¼ h. p. drill with wrenchlok chuck and a complete assortment of accessories which include sanding dises, lambswool bonnet, rubber backing pad, grinding wheel, 3 drill bits, 6 piece arbor set in carrying case.

carrying case.

Kit No. 310 is similar to No. 300 plus Dormeyer saw attachment with rip fence. No. 320 has all usual accessories except No. 210 drill, has a geared chuck. Kit No. 330 same as 320 with saw attachment included.

No. 510, ½ in. power drill streamlined design; die-cast aluminum alloy housing; removable pipe handle for greater control; equipped with geared chuck; hardened steel gears, capacity in steel ½ in.; hard wood, 1-in; switch spring-loaded for automatic shutoff satin silver finish. announces the first kitchen promotion to sell for you—nationally and locally



We want the best dealer in every area to feature I-XL hardwood kitchen cabinets . . . THAT MEANS YOU! And we're willing to go all the way in getting your sales under way. Besides get-ting your name listed in full-page national magazine ads throughout 1956, you also get:

- Complete Sales-proved Merchandising and **Promotion Kit**
- Direct Mail Letters and Post Cards
- 24-Page full-color Kitchen Planning Folder
- Envelope Stuffers and Hand-outs
- Display Materials
- Window Signs
- Newspaper Mats

All imprinted with your OWN NAME and step by step instructions on how to make this pay for you.

I-XL FURNITURE COMPANY

FACTORY AT GOSHEN, INDIANA

General Sales Office: 67 W. Division St., Chicago 10, III.

Hationally advertised in all influential building and remodeling magazines.

--- Action begins with this coupon -

I-XL FURNITURE COMPANY

General Sales Office: Dept. 5-A 67 West Division St., Chicago 10, III.

Gentlemen: Yes! I want more information about I-XL. Put me in touch with my local stocking distributor.

NAME

COMPANY

ADDRESS

Send 25¢ for big I-XL Kitchen Book.

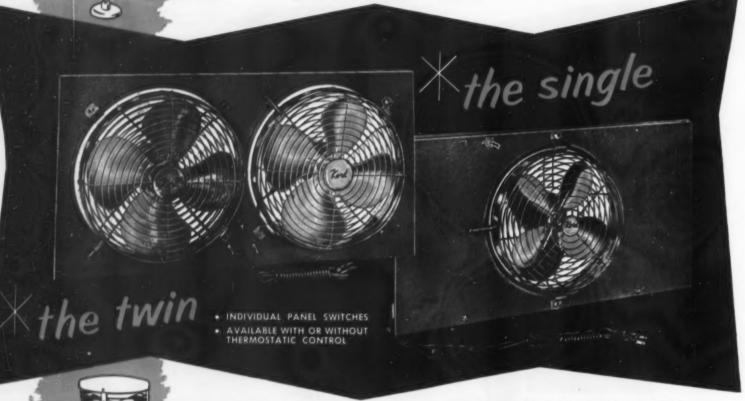




REVERSIBLE

single and twin

WINDOW FANS



with the chrome plated SAFE-TEE-GARD

Kord adds Twin Reversible Window Fans as companions to the successful single models and doubles efficiency and comfort.

Use them in the bedroom, kitchen, living room or attic . . . always refreshes quickly and efficiently. Use them with confidence . . . both Reversible Window Fans are completely guarded, front and back, with Kord's sturdy, all chrome-plated "SAFE-TEE-GUARD." Just one of the many quality features found in these outstanding values.

Available in 10" and 12" Blade Sizes

WRITE FOR COMPLETE CATALOG

Simply flip lever to reverse air flow WITHOUT removing ventilator from the window. Exhaust hot, stale air during the day, bring in cool fresh air at night. Adjustable to fit most any window. The 4 pole, WEATHERPROOF Motor is completely enclosed — assures all-important protection against dust, damp air or rain, guaranteeing long, lasting service. Finished in beautiful gray baked enamel, it blends smartly with any color scheme.

For safety, styling and efficiency Kord's Single and Twin Reversible Window Fans set the pacel

Kord

MANUFACTURING COMPANY, INC. 4510 WHITE PLAINS ROAD - NEW YORK 70, N.Y. MATIONAL HOUSEWARES SHOW Rooths: 936-938 Nevy Pier & Chicose



COVERED WAGON Barbecuer

George Henry Co., Morton Grove, III.

Device: "Prairie Schooner" barbecuer, No. M1.

Selling Features: Redwood body has extra electric outlet for plugging in other appliances; tail gate provides space for deep fryer, coffeemaker etc; 24 in. wooden artillery wheels; diamond mesh grill permits using a spatula for hamburgers, easily raised and lowered by simple lever and cam; 4 shish kebab skewers standard equipment; motorized spit; open-mesh bake shelf under cover can be used for corn, potatoes, rolls etc; stainless steel drip trough; 3-piece tool set; electric charcoal igniter plugs into outlet, provides quick, odorless, smokeless fire start.

Price: \$249.



MARVIRAY Wall Heater

Marviray Inc., 54 Clifton St., Newark, N. J.

Device: Marviray wall heater features concealed element under an anodized aluminum heating surface.

Selling Features: Heater produces radiant rays, also creates gentle flow of warm air; features low inrush of current over rated capacity and delivers full heat quickest; noiseless, odorless; no flame or glow; available for surface mounting and recessing in walls; wattages 1250 and 750 for operation on 115, 208, 230 and 245 volts.

TRADE-WIND Ventilating Hoods

Trade-Wind Motorfans Inc., 7755 Paramount Blvd., Rivera, Calif.

Models: 18 combinations of copper and steel kitchen ventilating hoods available from Trade-Wind.

Selling Features: Copper model incorporates authentic Early American styling with functional design; detail of scallops is carried around

NEW PRODUCTS



base of hood while curving top panel is fastened to side members with exposed rivets; antique copper finish; fabricated from Trade-Wind's Duometl laminated sheet of solid copper and steel; available in 30, 36, 39, 42 and 48 in. lengths; ventilators, each incorporating centrifugal blower wheels have discharge ratings of 550, 425 and 300 cfm.



MAGIC CHEF Ranges

Magic Chef Inc., St. Louis 10, Mo.

Device: Magic Chef restyled, redesigned gas range line for 1956 features a new 36-in. "Mystery Model" with wide Family Fare oven.

Selling Features: Family Fare oven in "Mystery Model" is 26 in. wide, 15 in. high, 18 in. deep with 7000 cu. in. capacity; holds 6 pies at a time; 4-in. wall insulation, an extra thick door heavily insulated, a heat resistant silicone seal around door opening to keep heat inside oven; Roast-Guide meat thermometer registers accurate temperature of cooking meat on dial on range panel

Low "Outamatic" broiler, 20% larger than standard models, automatically comes forward as door is opened for convenient turning and removing meat.

Blue-green and gold back panels have concealed vents, fluorescent lights, rectangular clock timer and oven control clocks; some range tops available in all chromium, including burner grates.

including burner grates.

Built-in hidden griddle has cup sized drip pan below griddle; Magitrol griddles are thermostatically controlled, have separate covers of chrome or porcelain which provide workspace when not in use and become a serving tray.

Line includes 20-in. apartment type, 30-in. full oven style, 36-in. range with standard oven and storage space, 36-in. wide oven model. 39-in. range with high swing broiler, and the twin oven 39-in. model. All models feature Red Wheel oven regulator, low pilot lights, titanium porcelain, heavy insulation.



MAGIC CHEF Built-Ins

Magic Chef, Inc., St. Louis 10, Mo.

Models: Magic Chef's 1956 line of gas built-in oven and burner units. Selling Features: Group of built-ins will feature a heavily insulated 16-in. oven and swing-out broiler; oven fits into standard 24 in. cabinet sizes or fits into cutout opening in cabinet of 22x38 in.; first models have chromium fronts, an ovendoor window.

Double duty top burner units have Magic Chef's low btu pilot lights, a drip tray for spillovers, small splashback; in pairs, burners are made to fit standard 36 in. cabinets.



PERFECTION Gas Range

Perfection Industries Div. Hupp Corp., 7609 Platt Ave., Cleveland 4, O.

Model: No. 614 30-in. gas range. Selling Features: Flush-to-wall installation; tall backsplasher of white titanium with anodized aluminum top cap and trim strip; easy-to-read manual "minute minder" with large bold bezel and lamp; 2 giant and 2 standard Harper "Onica" top burners have automatic lighting with built-in filters; large oven has automatic heat control, non-tilt aluminumized racks with safety stops; black porcelain lining; metal oven door seal; drop-door lo-broiler has plain door panel and roll-out drawer, smokeless grid and pan of black porcelain enamel; towel-bar handles with chrome bar white plastic ends.

BRIEFS



Presto Industries announces a new, 3 qt. Diet-Master pressure cooker for the individual use of dieters in family. Special diet cookbook containing calorie-counted recipes. \$13.95 in aluminum, stainless steel, \$19.95.



Dampp-Chaser and Kitchen Krisper are two electric units designed to relieve closets, pianos, organs, food cabinets, TV and radios from dampness. A slim metal tube in which a sealed element, Dampp-Chaser, an enclosed continuous gentle heat circulates warm dry air; available in 3 sizes: 1, 2, and ft. long.



Kitchen Crisper is a square unit 10x14x\(\frac{1}{8}\) in., with 18 watts a.c. d.c. element; fits on or under any cabinet shelf, keeps food warm and dry. Dampp Chaser Inc., Hendersonville, N. C.



"Thorobred" protective covers to fit all major appliances are announced by Louisville Bedding Co., Louisville, Ky. Available in 3 sizes, each of which fits all appliances within certain size range. All made of heavy drill with flannelette lining, heavy web straps and no-slip buck-

"Car Hue", the new Bright Star flashlights are color-matched to modern cars; plastic body comes in wide range of colors. Polished chrome head, switch and cap, prefocused lens. Bright Star Industries, Clifton, N. J. \$1.49.



RAYTHEON TV Set

Raytheon Mfg. Co., TV & Radio Operations, Chicago, III.

Device: Raytheon 21-in console.

Selling Features: Available in "handrubbed maple" flame resistant cabinet; top tuning with controls in upper front corners; equipped with Raytheon overload relay; 90 deg. aluminized picture tube with 270 sq. in. removable tinted safety glass; 6-in. symphonic speaker; Raytheon filament transformer for longer tube life; im-proved vertical chassis.

Price: \$229.95.



ATR TV Set

American Television & Radio Co., 300 E. 4th St., St. Paul 1, Minnesota

Model: Provincial No. 26003.

Selling Features: Full-door console features fine furniture cabinet; full-transformer super-powered full-transformer super-powered ATR 2600 chassis including push-ATR 2000 chassis including push-pull audio, dual speakers, spot-light tuning 90 deg. aluminized 21-in. picture tube, 4-stage 41 mc IF amplifier; precision interlace and permanent magnet focus; available in walnut, mahogany and blond Korina.

Price: \$495.



ZENITH FM-AM Radio

Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, III.

Device: Zenith hi-fi FM-AM table radio Y832E.

Selling Features: Include 3 speak-

NEW PRODUCTS . . . TV, Radio, Hi-Fi

ers, 2 new electrostatic tweeters, and a 7½ in. Alnico 5 speaker; AFB for FM locks in station for easy tuning; light line FM antenna makes dipole unnecessary in primary service areas: Wavemagnet built in for AM; broad-range tone control; phono-jack; wood cabinet in blond oak or mahogany.

Price: \$109.95



MAGNAVOX TV Console

The Magnavox Co., Fort Wayne, 4, Inc.

Model: Magnavox 21-in. Manhattan console MV-UL 155L.

Selling Features: Keyed AGC system with 90 degree 21-in. aluminized tube; chromatone filter and reflection barrier; recessed top controls covered by a sliding panel and grained to match cabinet include all controls normally used for adjustment; two 8-in. speakers with sound diffusers; transformer-powered chassis; has 20 tubes plus 2 rectifier and 16,000 volts picture power; 41 MC if; cabinet in mahogany, oak or cherry Syntex.

Prices: From \$249.50 in mahogany to \$259.50 in cherry and oak.



MIRAPHON Record Player

Audiogersh Corp., 23 Park Place, New York 7, N. Y.

Device: Miraphon manual record player XM-110A.

Selling Features: Vibrationless; table and tonearm moves in special double row of ball bearings; plug in heat accommodates choice of cartridge, starts by moving tonearm to right; automatically shuts off; chassis is same as Miracord XA-100 so that same base or mounting board can be used for either unit; white rubber matted turn table; adjustment for cartridge weight can be done with thumb screw located under tonearm; comes completely assembled with cord and jack.



ZENITH Transistor Radio

Zenith Radio Corp., 6001 W. Dickens Ave., Chicago, 39, III.

Models: Zenith "Royal 500" all

transistor portable radio. Selling Features: Uses 7 transistors; weighs 19 ounces; power source is 4 tiny penlite batteries; non-breakable nylon case in black or maroon is 3½ in. wide, 5½ in. high, 1½ in. deep; 3 position handle swings above cabinet for carrying or slides down back of radio to serve as table support; dial has CD frequencies; a socket for earphone attachment is optional.

Price: \$75.



RCA Clock Radios

RCA Victor Div. Radio Corp. of America, Camden, N. J.

Models: 4 new clock radios-Roommate, Dreamer, Sandman and Date-

Selling Features: Roommate No. 6C5 has 4 tubes plus rectifier printed circuit with clock movement that automatically turns on radio and shuts it off at pre-determined time; square clock face with sweep second hand and half-moon tuning dial; antique white, tur-

quoise or black polystyrene cabinet.

Dreamer, No. 7C6, 4-tube-plus
rectifier printed circuit chassis
features "slumber switch" alaram buzzer that sounds a few minutes after radio goes on and other auto-matic clock radio features; square clock face, sweep second hand, half-moon tuning dial; maroon and ivory case.

Sandman, 6C8, deluxe 4-tubeplus rectifier chassis with automatic clock features phono-jack and switch for connecting "Victrola" switch for connecting "Victrola" phono attachment and appliance outlet; easy-to-read circular clock dial with raised gold numerals; circular radio dial with clear plastic crystal which also serves as funing knob; maroon, dark green or ivory.

Dateliner, No. 7C9, deluxe 4-tube-plus rectifier chassis has calendar clock that tells date and day as well as time; all automatic clock features including phono jack and appliance out, easy to read circular clock dial with raised gold numer-als; circular radio dial with clear plastic that serves as tuning knob; available in white or black. Prices: From \$29.95 to \$44.95.



MAGNAVOX Hi-Fi Phonos

The Magnavox Co., Ft. Wayne 4, Ind.

Device: Magnavox Wedgewood No. 277B and Provincial Serenade 278B hi-fi.

Selling Features: Equipped with hi-fi 20-watt distortion-free amplifier with 2,000 cycle crossover network; amplifier uses one 6C4, four 6V6GT tubes and two 5Y3GT rectifiers; radio tuner chassis brings in signals on self-contained antenna free of interference and holds them without drift; tuner uses 8 tubes plus tuning eye; dial travel is 11 in. with mechanical band-spread and inertia tuning; self-compensating loudness control; equalizer for 4-types of recording; an AM/FM phono selector switch with a position for tape recorder is included; Magnavox-Collaro changer; speaker complement consists of two 12-in. speakers, 1 horn hi-fi speaker working on 2,000 cycle crossover; and sound diffusers; diamond stylus is standard. All units have Ferrite Loop antenna rods and built-in FM cabinet antennas; slide drawer record changer compartment eliminated-changer is mounted on floating suspension and is accessible through half-lift lid; cabinets are lower and wider. Provincial in cherry, Wedgewood in mahogany. Prices: \$395 each.



A 2-set TV coupler of hi-fi transformer type is introduced by Anchor Products Co., Chicago 18, Ill. This No. C-202 coupler has a matched impedance of 300 ohms and makes possible use of one antenna for 2 TV sets by transferring signal from one antenna to both sets with little signal loss, at same time provides maximimum isolation between sets minimizing interference. Easily mounted.



See how the Sylvania picture with HaloLight expands...actually stands out when compared with other screens of the same size.

SYLVANIA TV ---- HALOLIGHT

and the "Side-by-Side" Sales Test!

You're making your television selling job a good deal more difficult and probably less profitable, unless you're selling Sylvania® TV with HaloLight®.

That's because Sylvania TV with HaloLight is the only set that actually stands out against all competition...offers your customers a larger looking, clearer picture and greater eye comfort than any other line on the market.

HaloLight is the practical Sylvania TV application of the proven scientific principle of "surround lighting" that makes words and pictures much easier to see. And HaloLight is one important reason for the superiority of the Sylvania television picture.

Make the "Side-by-Side" Sales Test and you'll

be convinced that Sylvania TV with HaloLight is easier, more profitable to sell. Put a set side by side with your present line of demonstrators. See how the Sylvania TV picture with HaloLight self-demonstrates its superiority to your customers . . . how it literally stands out against competition . . . practically sells itself with proven on-the-spot performance.

Naturally, Sylvania TV with HaloLight is worth more because it offers more . . . and your customers will pay the profitable difference because they can *see* the difference.

Let your Sylvania distributor show you how to simplify your selling efforts and add dollars to your profit column with Sylvania TV with HaloLight. Call him today. Sylvania dealer Robert Lilienthal

says, "Sylvania stands alone as a set that is easy to sell. As soon as the average TV shopper sees a Sylvania set with HaloLight and compares it with other sets, 50% of the salesman's job is done. Believe me, Sylvania is a 'dealer's TV set . . . a pleasure to sell!'"

Robert Lilienthal Chas. Brown & Sons San Francisco, California

SYLVANIA ELECTRIC PRODUCTS INC.
RADIO • TELEVISION • LIGHTING
ELECTRONICS • ATOMIC ENERGY

Radio & Television Division, Buffalo 7, New York
In Canada:

Television made by Sylvania Electric (Canada) Ltd. and distributed by Northern Electric Company Ltd.



...fastest growing name in sight



NEW PRODUCTS and Antennas



RCA Phonos

RCA Victor Div. Radio Corp. of America Camden, N. J.

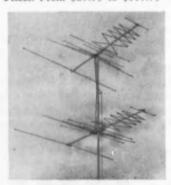
Models: 4 new 45 rpm phonos and a twin speaker 3-speed automatic. Selling Features: New 45 rpm Victrola phonos include a restyled version of the RCA Victor self-contained 45 rpm record player available in 3 2-tone color combination. Slide-O-Matic combination 6XY5 combines 45 rpm Victorla phono with a 5-tube radio in polystyrene plastic cabinet; weighs 7 lbs.

Self contained automatic phono 7EY1 is a restyled version of the former low-priced 45 rpm player available in 2-tone colors.

Twin-speaker portable with 3-



speed automatic record changer No. 6ES5 has luggage-type case in 2-tone gray with coral and charcoal colored grille cloth;) weighs less than 25 lbs.; has twin 4-in. permanent magnet speakers, uses 3-tubes including rectifier; features Golden Throat tone system with separate tone control and twinstylus pickup; has fingertip speed control for playing all sizes of 33½, 45, 78 rpm; also 45 rpm spindle. Prices: From \$29.95 to \$119.95



JFD Antenna

JFD Mfg. Co., Inc., 6101 16th Ave., Brooklyn, N. Y.

Device: JFD Power-Helix all-channel, fringe area antenna. Selling Features: New microwave helical design with new flat-plane dipole system; power "Poly-Phase Triple Resonator"; features one long element, assuring ½ wave length on channel 2 which receives 2 and 3; next element is ½ wave length on 5, receives 4 and 5.

Price: Single bay, No. PX911, \$32.50; 2-bay, PX911, with 96 in. stacking transformers, \$67.50.



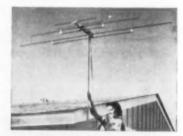
ZENITH Hi-Fi Phono

Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, III.

Device: Zenith "Brahms" hi-fi consolette.

Selling Features: Incorporates 2 new electrostatic "tweeters" and a new type "woofer" positioned in a row with woofer for bass register centered; from 40 to 15,000 cps frequency range; 4-pole motor drives Zenith; Cobra-Matic record changer; continuous speed control from 10 to 85 rpm; built-in stroboscope to make precise adjustment at 33½, 45, 78 and new 'talking book' speed of 16¾ rpm lightweight pickup has dual-needle barium titanate cartridge with high lateral compliance; both needles of manufactured sapphire. 1-mil microgroove records, 3-mil for 78's; separate bass and treble tone controls and a 45 rpm spindle.

Prices: Mahogany, \$179.95, oak, \$189.95.



WINEGARD Antenna

Winegard Co., Burlington, Iowa

Device: Color-beam TV antenna.

Selling Features: Unfolds like umbrella with elements snapping and locking into place automatically; support mast and one end of leadwire attached to antenna, the other end has clip for fastening to screws on back of set; anodized finish; works equally well in attics, on trailers or any other building.

They're new they're terrific It's all done with platinum – compounded with other metals coated on scores of tiny wires encased in a compact filter. On smoke and fumes rise through the filter and disappear! No o and only Frigidaire's got them!

They're pulling record crowds into Frigidaire Dealers' everywhere!

Never before have so many people been so enthusiastic about home appliances, as the record-breaking crowds now seeing Frigidaire's New 1956 Lift to Living Appliances. Dramatic new ideas, new beauty, new and exclusive features make Frigidaire appliances far-and-away standouts. Here we show only four of the many exclusive Frigidaire Features for 1956!

1956 Frigidaire Home Appliances **Built and Backed by General Motors**



Refrigerators • Electric Ranges • Washers and Dryers • Food Freezors • Dishwashers Room and Central Air Conditioners * Dehumidifiers * Water Heaters

BE FIRST with FRIGIDAIRE

FRIGIDAIRE DIVISION . DAYTON, OHIO

ELECTRICAL MERCHANDISING-JANUARY, 1956



It's all done with platinum - compounded with other metals and coated on scores of tiny wires encased in a compact filter. Oven smoke and fumes rise through the filter and disappear! No other electric range has the Miracle Filter-and it's only one of the many exclusive features in the new Frigidaire Imperial 70 Range!



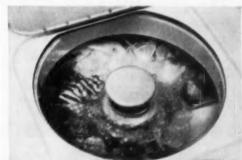
Push! Snap!—and the ice cubes cascade down!

Here's another new invention, found only in 1956 Frigidaire Cold-Pantry Refrigerators! Turn the ice tray upside down, slip it into a pair of ingenious grooves that give it just the right twist-and the cubes tinkle down into a spacious ice catcher. They stay dry, in sub-zero temperature - and stay separate!



Open these French doors—and the roast glides to you!

No more burnt fingers-no more peering into dark ovens-with this 1956 Frigidaire Electric Range! Just a single pull on either handle, and both French doors swing wide. Automatically, the roast glides firmly forth on a full-width shelf-then obediently slides back when you close the doors!



No rub! No scrub! Clothes come safely clean with

Live-Water Action! Each piece swirls through suds-charged water -without stiff fins, friction, or violent thrashing. Middle Control Ring on this Imperial Model distributes "live-water" currents through tub - with constant turnover for entire load. Float-Over Rinse forces scum, dirt, and lint up and out of the tub-and down the drain.

A MOST FAMOUS NAME at the CHICAGO FURNITURE MART!

Duncan Hines HOME FREEZERS



See the Duncan Hines Home Freezer line while visiting the Chicago Furniture Mart-Space

539-B

Here is a ready-made brand name with immediate consumer acceptance for a tremendous ready-made market!

Completely new and modern in design...with many distinct features...Duncan Hines Freezers meet the needs of every family. Competitively priced...the Duncan Hines Freezer line offers key dealers and leading department stores worthwhile profit opportunities!

Cash in on this nationally advertised brand name! There's extra volume, fast turnover, plus business at a profit for you!

The Door to "An Adventure in Good Living"

HOME FREEZERS Manufactured by Ben-Hur Manufacturing Co.

634 East Keefe Avenue • Milwaukee 12, Wisconsin

*IM under license by Duncari Hines Institute, Ithaca, New York

TRADE REPORT



R. P. HARRISON

News Editor

In 1956: Will The Boom Keep Booming?

It's going to be a good year. That's the unanimous opinion of the men who make appliances.

In their annual estimates of the year ahead (compiled by the Electrical Merchandising market analysis department), the manufacturers predict increases for every major appliance with the exception of conventional washers and ironers.

As the chart below reveals, the producers believe 1956 will top 1955 on most appliances. The gains will be substantial, backing up the recent NEMA estimate that 1956 will top 1955 over-all by 7½ percent.

The manufacturers are predicting all-time record highs for several appliances, including freezers, automatic washers, dishwashers, disposers, dryers and room air conditioners.

Just how good are these estimates? They, of course, are not perfect, as the chart below indicates. Last year, the manufacturers were uniformly too conservative in their predictions. They underestimated the volume of every appliance except ironers.

The closest guesses were on room air conditioners and freezers—and even those two were around seven percent off

They predicted declines in air conditioners, conventional washers and automatic washers. Actually, of the three, only conventional washers dipped—by a slight. 7 percent.

three, only conventional washers dipped—by a slight .7 percent.

On most of the products, the manufacturers spotted the trend but underestimated the strength of the upward movement. On dishwashers, for instance, the appliance men forecast a 15.87 percent increase when the actual increase was 40.5 percent. The manufacturers expected a 5.24 percent rise in dryers and instead it came out 54.2 percent.

Possibly contributing to conservative estimates in 1955 were the results of 1954 when the producers guessed too high on eight out of 11 products. However, in that year, the producers were within seven percent of the right figure on five out of 11 products. (As opposed to one within seven percent in 1955.) Apparently few people were able to guess that 1955 would be as big as it actually was.

be as big as it actually was.

The '56 Projection. Percentagewise, the big gainers in 1956 are going to be dishwashers (30.5), dryers (15.9), room air conditioners (11.1),

- Yes, say appliance manufacturers on the eve of a new year; they predict nine products will top 1955 sales totals
- New peaks are forecast for six appliances freezers, dishwashers, dryers, disposers, automatic washers and room air conditioners

food waste disposers (9.4), ranges (8.4), and freezers (8.0), according to the estimates.

In actual unit gains, however, the number one appliance will be the dryer with an increase of 231,875 units. Dryers, number two in the percentage increases, looks like one of the hottest appliances. Other hot items and their gains will be: room air conditioners (143,682), refrigerators (139,-167), ranges (118,000), dishwashers (90,033), and freezers (87,556).

The manufacturers appear to be more optimistic now than a year ago. In almost every case, they have increased their percentage estimate from 1955. That is: where they estimated a 2.19 percent increase in refrigerators for 1955, they estimate a 3.5 percent increase for 1956. But this is well un-

der the actual increase of last year which was 12 percent.

It would seem that the manufacturers generally feel that 1956 will be better than 1955, but the increase won't be as startling as the jump between 1954 and 1955. The one exception is air conditioners, where manufacturers anticipate a 11.1 percent increase, as against last year's 4.9 percent climb.

Radio and TV Fall. The chart below does not include radio or television, but according to James D. Secrest, executive vice president of RETMA, black and white television sales at retail will be about 7.3 million—500,000 below the 1955 figure. However, 250,000 color sets (and possibly 300,00 oor 400,000) will be sold. This will mean that dollar volume will

total about \$1.9 billion, the same as 1955.

RETMA adds that radio sales in 1956 may be slightly under the 1955 total of approximately 14 million (6 million of which are car radios).

Prices for radio and television are expected to hold steady or possibly climb somewhat in the year ahead due to higher costs of labor and materials.

to higher costs of labor and materials. The Price Picture. On other appliances, prices are expected to drop. The only exceptions, according to the manufacturers, are refrigerators, which are slated for a 3.7 percent increase, and water heaters with a 10.6 percent increase. The biggest price drop, 27.1 percent, will be in food waste disposers. The average declines will vary between four and eight percent.

The actual price changes are as follows:

Product	1956	1955
Refrigerators	\$326.75	\$315.00
Freezers		399.95
Washers (Automatic)	246.47	268.84
Washers (Conventional)	135.50	146.33
Dryers, Clothes (Electric).		210.37
Dryers, Clothes (Gas)		248.88
Ironers		210.70
Ranges, Standard		267.00
Water Heaters, Storage .		119.95
Dishwashers		306.00
Food Waste Disposers		119.95
Room Air Conditioners	303.75	320.00

Crystal Gazing: Appliance Men Again Try To Predict What's Ahead

Product	1955° Estimate	1955 Actual	The Guess Was:	1956* Est.	1956 Will Be:**
Refrigerators	3,500,000	4,025,000	13.0% low	4,164,167	3.5% up
Freezers	1,027,059	1,100,000	6.6 low	1,187,556	- 8.0 up
Washers (Automatic)	2,355,312	3,187,000	26.1 low	3,243,750	1.8 up
Washers (Conventional)	1,069,111	1,200,400	10.9 low	1,050,000	12.5 down
Dryers, Clothes	936,683	1,450,500	35.4 low	1,681,375	15.9 up
Ironers	97,050	88,630	9.5 high	83,700	5.6 down
Ranges, Standard	1,246,875	1,400,000	10.9 low	1,518,000	8.4 up
Water Heaters, Storage	783,056	900,000	13.0 low	945,000	5.0 up
Dishwashers	243,333	295,000	17.5 low	385,033	30.5 up
Food Waste Disposers	437,500	520,000	15.9 low	568,750	9.4 up
Room Air Conditioners	1,199,375	1,290,000	7.0 low	1,433,682	11.1 up

*Figures compiled by Market Analysis Department, ELECTRICAL MERCHANDISING, from estimates submitted by leading appliance manufacturers



NAVY PIER: A wave of 10,000 housewares buyers will roll in this month,

Housewares Show Is Set . . .

. . . for Chicago January 19 to 26; some 625 manufacturers will exhibit "the greatest array of housewares ever gathered" for an expected 10,000 buyers

The annual January market month in Chicago will be capped off with the National Housewares show at Navy Pier, January 19 to 26.

The Winter Markets—in the Merchandise Mart and the American Furniture Mart—will take the spotlight first, from January 9 to 20.

Wallace O. Ollman, general manager of The Merchandise Mart, gave these highlights of the expected appliance picture in Chicago: "New merchandise will continue the industry's emphasis on color in the kitchen, as well as built-ins, combinations and convenience features. In the communications field, more transistor radios and high fidelity phonograph equipment will be made available, along with new developments in television. Price increases, reflecting especially the greater labor and steel costs will range from 3.10 percent."

Club in The Mart, at 10:00 a.m.

The morning audience participation panel discussions will be on "How Well Do You Handle Yourself?" chairmanned by Don Gabbert, NARDA vice president, and "How to Find and Hire Profit-Producing Salesmen," led by Morris I. Pinkus, president of Personnel Institute, New York.

Sol Polk, president of Polk Bros., Chicago, will be the featured speaker at the luncheon meeting. Afternoon sessions will be on "Trade-Ins," led by George Johnston, Johnston's, Minneapolis; "Costs of Doing Business," chairmanned by NARDA economic consultant Richard E. Snyder, and "Profitable Promotions," led by Robert C. Justis, Justis Bros., Newport, Del.

The Housewares Show. From January 19 to 26 (except Sunday, January 22), the housewares show will be open

to more than 10,000 buyers who will see what probably is "the greatest array of small electrical appliances and housewares ever before gathered in one location."

The giant Navy Pier and Drill Hall will provide four miles of booths and displays, representing 625 firms.

In a recent statement, A. W. Buddenberg, executive secretary of the National Housewares Manufacturers Association, said, "One of the important reasons for the rapid growth and popularity of housewares is, of course, the manufacturer himself. He places more and more emphasis on better quality products, style and general good taste."

With top management of most concerns on hand to discuss products as well as prices, distribution and promotions, Buddenberg believes the buyer who "does not prepare himself for this great opportunity will be missing his chance for his share of greater sales..."

Buddenberg recently announced his retirement from NHMA after the January show. He will be succeeded by Dolph Zapfel, who has been assistant executive secretary.

assistant executive secretary.

Independent Exhibit, Too. Concurrent with the 24th NHMA show will be the Independent Housewares Exhibit. Jules Karel, exhibit manager of the seventh National Independent Housewares Exhibit, announced recently that 103 new exhibitors with over 2,000 new items will be at the Morrison Hotel show. These are in addition to the more than 250 manufacturers who have exhibited at the independent show before.

In all, the independent show will have three floors of booths and four floors of exhibits in the Morrison. This market will be open to buyers during the same hours covered by the NHMA show. Free shuttle busses will run between the Navy Pier, Morrison Hotel and other prominent Loop hotels from 10 a.m. to 6 p.m.

List of Exhibitors*

National Housewares Show

Aluminum Cooking Utensil Co., Inc., The	Lander Lasko Lau Bi Lee In
Stove Works 1234-1236 Appliance Corporation of America 1133 Aristocrat Clock Co. 688 Arvin Industries, Inc. 473-475-477	Le Joh Liberty Lux Cl
Asquith Associates, Inc. 881 Atlas Tool & Mfg. Co. C-517 Automatic Controls Corp. C-1036	Mannii Co. Markel
Berns Mfg. Corp	Marlun Master
186-188-190-192-194 Birmingham Stove & Range Co 832 Bissell Carpet Sweeper Co	Mell-H Merit Metal
Block & Co. 309-311-313 Borg-Erickson Corp., The. 245-247 Brearly Co., The. 267-269 Bridgeport Brass Co. 1050-1052-1054 Burgess Vibrocrafters, Inc. 1008	Meyer Midwe Mimar
Cal-Dalk Co., The C-1021-C-1025	Nation Naxon Nesco
Camfield Mfg. Co	Nicro : Div. Norris-
Chelsea Products, Inc	Northe NuTon
147-149 Clark Co., J. R., The	Oster Peerles
Comfort Lines Inc RAS-RA7	Peerles Phoeni
Continental Scale Corp 225-227 Cooper Thermometer Co., The 849-842 Cory Corp. 624-632-634	Plastra Portabi
Davis Mfg. Co	Procto
Detecto Scales Inc 814-816-818	Regina Revere
Diehl Mfg. Co. 1122 Dominion Electric Corp. 238-240-242 Dormeyer Corp. 291-293-295-297 Dormeyer-Graham Co. 1278 Du Pont de Nemours & Co., Inc., E. I., C-465 Du-Wal, Inc. 1179	Co. Rival A Robbin Robeso
	Salton Seal Se Session
Eastern Metal Products Corp1042-1048 Ekco Products Co103-105-107-168-109- 110-111-112-113-114-115 Electric Steam Radiator Corp	Seal Se Session Seth T Shetlar
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Landers, Frary & Clark 207-209-211-213-215 Lasko Metal Products, Inc
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Co. 186-188-190-192-194 Markel Electric Products, Inc. 1205-1207- 1209 Marlun Mfg. Co., Inc. 837-839 Mastercrafters Clock & Radie Co. C-972 Mell-Hoffmann Mfg. Co. 996-998 Merit Enterprises, Inc. 525-527 Metal Ware Corp., The 468-470 Meyer & Sons, Inc., W. F. 825 Midwest Mower Corp. 829-831 Mimar Products, Inc. 1164-1166
National Presto Industries, Inc. 261-263-265 Naxon Utilities Corp. 377-379 Nesco 673-675-677-679 Nicro Stainless Steel Products Co., Div. of Cory Corp. 624-632-634
Norris-Thermador Corp. 937-939 Northern Electric Co. 984-986 NuTone, Inc. 660-662-664
Oster Mfg. Co., John944-946-948
Peerless Corp., The 557-559-561 Peerless Mfg. Corp. 393-395 Phoenix Table Mat Co 374-376-378 Plastray Corp. 933-935 Portable Electric Tools, Inc. 1269 Proctor Electric Co 690-692-694
Regal Ware, Inc. 212-214 Regina Corp., The 428-430-432 Revere Cooper & Brass Inc., Rome Mfg. 60-642-644-646 Rival Mfg. Co 150-152-154 Robbins & Myers, Inc., Fan Div 553-555 Robeson Rochester Corp C-1032
Salton Mfg. Co., Inc. C-1009 Seal Sac, Inc. 185-187 Sessions Clock Co., The 880-882 Seth Thomas Clocks C-525 Shetland Co., The C-1041 Signal Electric Div., King-Seeley Corp. 1105-1107
Silex Co., The
Steam-O-Matic Corp. 148
Superior Electric Products Corp 273 Supreme Products, Inc 1120 Sutton Corp., O. A., The 772-774-776 Swing-A-Way Mfg. Co 177-179
Taylor Instrument Companies
United States Electric Mfg. Corp 268
Victor Products Corp
Waring Products Corp

* (ELECTRICAL MERCHANDISING has prepare these partial listings from information provides by the management of the Natl. Housewares Ex hibit and has made every effort to include al names of interest to the appliance, electric house wares, radio and television industries, but take no responsibility for errors or omissions.)

AT CHICAGO REGINA PRESENTS...

THE FLOOR-ADORA QUINTET











something new has been added to the line the country is sold on!

REGINA



and SCRUBBER

Without question America's No. 1 floor polisher! Optional equipment includes rug cleaning attachment and floor reconditioning kit. Also now avail-

able in luxury

chrome finish.



Model TL

The only one of its kind-the increasingly popular lightweight vacuum cleaner that's in daily use in homes, hotels and motels -coast to coast.

THIS IS IT! the newest member of the Regina line

REGINA

Model 66

SUPER DELUXE VACUUM

Already sales-tested and proven a real seller on wheels. Extra attraction: the extrabig number of attachments that do everything from cleaning a blind to painting!

REGINA

Model A

TWIN BRUSH 16-INCH

FLOOR MACHINE

The polisher the country demanded! Big enough for large-area care-light enough to operate and carry easily.

REGINA

Model E heavy duty



FLOOR MACHINE

Gigantic 21-inch spreadproven performance with the biggest companies in the country. Nothing better for industrial, commercial and institutional floor maintenance.











SEE why the country's sold on Regina at the

CHICAGO HOUSEWARES SHOW

Navy Pier January 19-26 Space Nos. 428, 430, 432

USE THIS COUPON, IF YOU CAN'T GET TO CHICAGO

THE REGINA CORP., Rahway 11, New Jersey I am interested in:

Model TS Polisher and Scrubber Model TS Polisher and Scrubber
Model TS in luxury chrome finish
Rug cleaning attachment for model TS
Reconditioning equipment for model TS
Electrikbroom—model TL
Model A twin-brush floor machine
Model E heavy-duty floor machine
Model 66 Super Deluxe Vacuum

Please send:

Name and address of distributor for my territory Regina Dealer helps

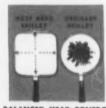
STORE NAME.

In Canada, Switson Industries, Ltd., Welland, Ontario. _____



way ahead with more exclusives and more extras

Now — the time has come for a really great electric skillet. See the new West Bend Automatic Skillet at the Housewares Show. See the terrif design "extras" and new features like "balanced heat" that gives true temperature control over every inch of the cooking surface. More value for the money! Retail \$19.95°; (cover optional; \$3.00 extra).



BALANCED HEAT CONTROL



IMMERSIBLE HEATING UNIT



CONTINUOUS POURING LIP

West Bend exclusive permits pour any point around graceful, tur-edge of skillet. Eliminates drippin



LARGE AREA; EXTRA VOLUME

shape provides 25% more cooking an a round skillet with similar di-ns. Higher sides give extra volume

WEST BEND ALUMINUM CO.

MARKETING

The '55 Report: A Boom

At year's end, most manufacturers were exultant over the 1955 sales record; random comments indicate the best year ever for many firms

As the manufacturers examine their 1955 totals, many expressed happy

contentment over last year's sales.
Frigidaire's Mason M. Roberts said that 1955 was the biggest in the com-pany's history and final totals will probably be 30 percent higher than 1954. He added that "I am convinced that if we continue to make major product advancements each year, as Frigidaire has done for 1956, the turnover of appliances can be stimulated far beyond the traditional rate."

Revco, Inc. sales for the fiscal year, ending Nov. 30, were the highest in company history, according to J. H. Overmyer, vice president and director of sales. He added that "current sales forecasts are for further substantial gains in 1956."

Norge sales exceeded \$100,000,000 in the first 10 months of 1955, the first time in history they have reached that figure in any full year, according to president Judson S. Savre. The figure represents a gain of 81 percent over the first 10 months in 1954. Star performer was the automatic washer, which surpassed 1954 by 73

Kelvinator launched its 1956 fiscal year in October with a 14 percent increase in billings over the same month a year ago. Laundry equipment led all products with a 22 percent gain over October, 1954. Volume was also up 11 percent from September, 1955, the previous all-time record.

Gibson Refrigerator Co. announced that unit sales of home appliances in October were 64 percent higher than a year ago. President C. J. Gibson said refrigerator sales were up 61 percent, electric ranges were up 88 percent, freezers were up 36 percent and room air conditioners were up 256 percent.

Trav-Ler Radio Corp. reports that sales of its \$16.95 portable in the first eight months of 1955 were 200 percent above the corresponding period in 1954. President Joe Friedman said the company has developed a transistorized portable but has no immediate plans to market the set.

Motorola reports that clock radio sales were almost a third greater in October, 1955, compared to the best October in the company's history. J. B. "Kip" Anger, radio sales manager, said portables were selling 100 percent better than during 1954 and table radios were up 25 percent.

COLOR TV

The network schedules of color television for the month of January include the following programs:

DAILY, MONDAY THRU FRIDAY (except Jan. 9, 10, 11, 30, and 31) 3-4 EST, NBC-"Matinee" dramatic series.

DAILY, MONDAY THRU FRIDAY, 5:30-6 EST, NBC-Howdy Doody.

JAN. 1, 7:30-9 EST, NBC—Sunday Spectacular, "Happy New Year."

JAN. 2, 12:15-1:45 EST, NBC-Tournament of Roses Parade.

JAN. 3, 9:30-10 EST, CBS-Red Skelton Show.

JAN. 7, 7-7:30 EST, CBS-Gene Autry Show.

JAN. 9, 8-9:30 EST, NBC-"Peter Pan" with Mary Martin.

JAN. 10, 8-9 EST, NBC-Milton Berle Show.

JAN. 14, 7-7:30 EST, CBS-Gene Autry Show.

JAN. 14, 9-10:30 EST, CBS-Ford Star Jubilee, "Blythe Spirit."

JAN. 15, 4-6 EST, NBC-NBC Opera Theatre, "Magic Flute."

JAN. 19, 8:30-9:30 EST, CBS-Shower of Stars.

JAN. 21, 7-7:30 EST, CBS-Gene Autry Show.

JAN. 21, 9-10:30 EST, NBC-Max Liebman Presents, "Cat and the Fiddle."

JAN. 22, 3:30-4 EST, NBC-Zoo Parade.

JAN. 24, 9:30-10 EST, CBS-Red Skelton Show.

JAN. 28, 7-7:30 EST, CBS-Gene Autry Show

JAN. 29, 7:30-9 EST, NBC-Sunday Spectacular.

JAN. 30, 8-9:30 EST, NBC-Producers' Showcase, "Music for Millions."

JAN. 31, 9:30-10 EST, CBS-Red Skelton Show.

JAN. 31. 8-9 EST. NBC-Milton Berle Show.

for 1956 MTCHELL

Leads the Way!

3 Red Hot Price Lines...

3 New Product Lines... **Promotions Galore!**

WE ASKED 5286 DEALERS WHAT THEY WANTED FOR 1956 IN **ROOM AIR CONDITIONERS AND THEY TOLD US:**

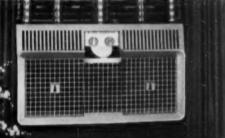
PROBLEM: "Dealers want a line of room air conditioners that will convert the hundreds of floating shoppers-(You know 'em-the people who stick their heads in your front doorand say 'What's the price?')-into one-stop customers."

SOLUTION: You can stop shoppers by selling them an air conditioner at a price that will freeze them in their tracks and gives them top quality, too.

The DeLuxe Line places the emphasis on high capacity operation. Here is a product quality superior to competitive units selling for as much as \$50.00 more; a product with lowest service costs.

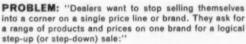
- 11% Cooling Bonus at no extra
- · High Capacity cooling from
- compact chassis

 Flush Mount
- 20 Direction-aire
- High Power Factor Corrected Meets 1956 Electrical Code
- Cools, Ventilates, Circulates,
- **Filters**
- Permanently lubricated motor
 Double cooling and filtering
 Accessory remote wall thermostat



LINE

In ½, ½, 1, 1½ H.P. capacities or rooms 400 to 945 square feet.



SOLUTION: You can turn qualified shoppers into customers with an attractive price more than justified by the big cooling capacity—and the industry's most wanted features.

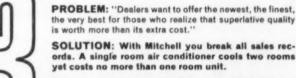
The Custom Line has higher capacity, more powerful components and is more expensive design with an Automatic Thermostat Standard Equipment, Dyna-Heat, Two-Speed Motors-all the features . . . a larger profit margin on a higher retail price.

- · Automatic Thermostat Standard
- · Reverse cycle or resistance heating Single Knob control
- High Capacity cooling from compact chassis Seven levels of comfort
- Flush Mount
- 13% Cooling Bonus at no extra cost
- Two speed motors
- High Power Factor Corrected Meets 1956 Electrical Code
- · Permanently lubricated motor



CUSTOM LINE

In % and 1 H.P. capacities with Reverse Cycle or Resistance Dyna-Heat.



The Imperial is the most powerful room air conditioner ever built. Here is a 2 roomair conditioner with Air Flow Modulation and Expando-Mount . . . top profits from the top of

- Expando-Mount (Pat. Pending)
 Air Flow Modulation
- Cools two rooms Single knob control
- Seven levels of comfort Resistance heating
- **Automatic Thermostat Standard** Equipment
- High Power Factor Corrected True Flush Mount
- Meets 1956 Electrical Code Permanently lubricated motor
- IMPERIAL

In %, 1, 1% and 2 H.P. capacities For areas from 600 to 1460 square feet



ROOM AIR CONDITIONERS

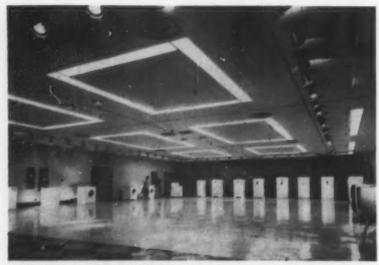
MITCHELL MANUFACTURING COMPANY
A DIVISION OF THE CORY CORPORATION
Dept. E-1 * 2525 Clybourn Avenue, Chicago 14, Illinois
IM GANADA * 16 Waterman Ave., Toronto
IN MEXICO * MITCHELL-AMERICAN
78 Orinoco, Gral. Anaya Mex. D.F.
Also a complete line of Milchell Packaged Air Conditioners
in both air and water cooled from 2 to 8 tone.

Watch for Your MITCHELL Distributor's Showing!

... HEAR about 30% on 1/3 Guaranteed Sales

... BE a part of the largest local advertising program in air conditioning

... GET paid to display Mitchell early see the line dealers designed



THIS 48 BY 76-FOOT SHOWROOM in Gerry Kaye's new building is big enough to accommodate groups of 600 or more for sales meetings. Over 60 spotlights and 540 feet of fluorescent tubing are used to light the area. Connections for water, gas, electricity and TV antennas are available along three walls. Tracks built in the ceiling can be used for suspending display units; drapes can also be hung to split the big room into as many as 12 separate sections.

Designed for Service

That's the way New York distributor Gerry Kaye describes his new million dollar facility in Maspeth, Long Island; all services are centered in one building

A million-dollar building designed to provide facilities for "a new concept in distributor service" has been opened in Maspeth, Long Island, by Gerald O. Kaye and Associates, New York distributors for Bendix and Crosley.

All of the firm's services have been combined under one roof in the new building, which contains more than 140,000 square feet of floor space. The building functions from three sides: incoming merchandise arrives on a private, 11-car railroad siding in the rear; outgoing merchandise is shipped through an enclosed truck dock at the front; and parts and service entrances are at the side.

The building can handle storage of 25,000 major appliances; there are facilities for conducting sales meetings of 600 or more people and service training meetings of 150 persons. The parts department can handle as many as 50 parts orders at one time while the service department is equipped to receive as many as 45 telephone calls simultaneously.

Among the innovations is a retail parts and service area where homemakers may purchase their own parts or bring appliances for repair. Both the retail and dealer parts counters feature peg-board displays of parts for easy recognition and ordering.

Best Dressed?



LEWYT CORP'S nomination for best dressed distributor salesman of the year is Tom Combs, right. He won \$480 in Hickey-Freeman clothing in recent contest spansored by Lewyt. At left is district manager J. Sayer Seely, Joseph Smyth of Sues, Young and Brown, Los Angeles, looks on.

Off to an Early Start

Room air conditioner manufacturers get a jump on the 1956 season by introducing their new lines earlier than usual; broader lines, more flexible units featured

The room air conditioning industry is off to an early start on its 1956

That much was evident last month as most manufacturers wound up initial showings of their 1956 lines. The fact that so many product showings had been finished by early December was in itself an indication of the industry's early start on the 1956 season.

Among the trends apparent as the November showings wound up was a determination on the part of manufacturers to round out their air conditioning lines and to stress flexibility of installation in 1956.

Here, line by line, are the highlights of the showings held in November and early December. (Details of lines shown even earlier were reported in the December issue of ELECTICAL MERCHANDISING.

General Electric. The company put its principal emphasis on its 16½-inch deep "thinline" model during a New York press showings. The units can be mounted in the upper or lower areas of regular windows and are adaptable to casement window mounting or "through the wall" installation. Completing the firm's line are a ½ hp. unit and two 1 hp. units.

Airtemp. Ambitious plans to produce in excess of 100,000 room air conditioners in 1956 were announced by Chrysler Airtemp officials during the press showing of its new line. The firm has broadened its line, offering 15 models this year as against eight in 1955. Included are "Imperial" models designed for in-the-wall or in-the window installation, a new line of conventional window flush-mounted units and casement units.

Fedders. A \$\frac{1}{4}\$ hp. model which is said to draw only 7.5 amps was introduced in late November by Fedders-Quigan. President Salvatore Gierdano pointed out that with this model the firm will "have broken through the wiring barrier." According to spokesmen the unit uses 40 percent less current than a conventional unit while delivering the same cooling capacity.

delivering the same cooling capacity.

Hotpoint. Two units available in four colors are being offered by Hotpoint. The \(\frac{1}{2}\) and \(\frac{1}{2}\) hp. flush mount units are available in beige, gray, powder blue and gold or black and chinese red. Hotpoint is also offering a two hp. unit said to be capable of cooling a large apartment or small fiveroom house.

Vornado. A broad line of room air conditioners was announced in mid-November by Vornado. Featured are portable models, a casement plug-in model and a low-priced line. Included in this line are \(\frac{1}{2}\), \(\frac{1}{2}\) and \(\frac{1}{2}\) hp. units. In the custom line are \(\frac{1}{2}\), \(\frac{1}{2}\) and \(\frac{2}{2}\) hp. units. The custom units can be mounted through the wall

Westinghouse. Eight models in three lines are being offered for 1956 by Westinghouse. The line will be manufactured in the firm's newly equipped Springfield, Mass., plant. (Earlier units were built for Westinghouse by an outside supplier.)

York Corp. A versatile "snorkel" unit was featured in York Corp's new line showings. The snorkel is a free-hanging unit which projects 12½ inches into the room; windows can be opened or closed with the unit installed. It can be used as a portable unit, as a built-in or as a radiator. For the latter usage the unit can be hooked up to steam or hot water lines or a radiant glass panel heater can be incorporated. York also has three separate series of conventional type window units.

Carrier. An "international" room air conditioner designed for high-capacity operation under the hottest weather here and abroad highlighted the Carrier line which was announced in early December. The "international" will be available in ½, ¾, 1 and ½ hp. sizes. The firm will also continue to market ¾ and 1 hp. units with reverse-cycle heating and console units in 1 and ½ hp. capacities.

G-E Fans Blow In

A new six-bladed fan, selling for \$9.95, leads the 1956 line of General Electric fans. Also in the new line are lower prices on several models.

The \$9.95 fan marks a sharp drop from last year's low end of the line—the \$17.95 unit. As with all other fans in the series, the low-cost "N-1" model is covered with a complete five year written warranty.

year written warranty.

Prices have been lowered \$5 on several units—including the "W-21" kitchen ventilator, the "F-3" floor circulator, the "T-3" twin window ventilator, and the "A-1" all-purpose fan. Prices have not increased on any of the models.

New in the series is the "P-1" 20inch roll-around fan, which sells for \$59.95. A new "W-4" reversible, three-speed, thermostatic controlled window fan replaces the popular "W-1" of last season.

Three floor displays are available for dealers and shipping cartons will contain banners and posters. G-E also will continue it's "Target Torrid" campaign which releases local newspaper advertising in major markets during heat waves. The ads are triggered by an independent weather forecasting service report.

When the service forecasts hotter than normal weather for a market area, G-E can loose a barrage of hot weather ads which are held by the local newspaper.

t's ne



Gilbert **ELECTRIC COOKER**

dutch oven-roaster-fryer 2495

A FEW OF THE MANY DISHES IT MAKES





It's a roaster, deep fryer-cooker, dutch oven and electric skillet . . . all in one! Just plug in the versatile new Gilbert Electric Cooker. It cooks, keeps food warm, lets you serve wherever you choose. And it's completely washable...the thermostat is in the extension cord. Handsomely styled in sturdy aluminum in smart new turquoise. \$24.95 (has rack and fry-basket, self-basting cast aluminum cover with "steam bead" design.)











FOR WASHING



FULLY IMMERSIBLE THERMOSTAT RANGE FROM 130º TO 420º

A. C. Gilbert, Co., New Haven, Conn.

Please send me more information on the Gilbert Electric Cooker and a free copy of your 24 page recipe book on adventures in electric cooking.

Address

ELECTRICAL MERCHANDISING-JANUARY, 1956

There's nothing like it on the market today! It's a dutch oven, roaster, electric skillet, and deep fry-cooker all in one! Look what it does for you. It gives you the excitement of an entirely new product. Its handsome lines make an eye-catching display piece, and the striking turquoise color blends perfectly with any kitchen decor. It's chipproof, won't discolor and wipes clean instantly with a damp cloth! It carries the authority of the Good Housekeeping and UL seals... endorsements housewives look for, trust.

giving you solid promotional backing with a striking color adcampaign in Good Housekeeping, plus dramatic point-of-sale material. The ad reproduced on this page will be reaching a vast audience of keen-eyed shoppers, selling them on this versatile new cooking appliance.

to juicy profits ... see, order, display the new Gilbert Electric Cooker!



Trade-Wind Motorfans, Inc. 7755 PARAMOUNT BLVD., DEPT. EM RIVERA, CALIF.

Laundry Studied

The washing machine industry is doing an "outstanding job" of selling automatic washers, according to a recent survey, but manufacturers individually are failing to enjoy brand loyalty.

Beaumont & Hohman, Inc. recently interviewed 1,300 householders in 22 cities across the country. Of the sample, 86.2 percent now own washers. Among the units, 66.2 percent were automatic and 33.8 percent were wringer types. Prior to buying their present machine, 54.1 percent owned a washer.

Of the 16 principal brands studied, only four brands were repurchased by 30 percent or more of the previous owners. The highest figure was 35.4 percent. "Features" and "retail price" were the most important factors in the buyers' minds.

On dryers, the survey revealed that only 14.8 percent had dryers, but six percent planned to buy this appliance during the year. Two out of three persons who purchased dryers never considered any other make than that of their washer, largely because they desired matching units.

SCHEDULED MEETINGS

WINTER MARKETS

Chicago, III. January 9-20

NATIONAL APPLIANCE-RADIO-TV DEALERS ASSN.

Annual Convention Conrad Hilton Hotel Chicago, III. January 15-17

HOUSEWARES SHOW

Navy Pier, Chicago, III. January 19-26

NATIONAL ASSN. OF HOME BUILDERS

Conrad Hilton Hotel Chicago, III. January 22-26

LOS ANGELES WINTER MARKET

Furniture Mart Los Angeles, Calif. January 30-February 3

WESTERN WINTER RADIO-TV & APPLIANCE MARKET

Western Merchandise Mart San Francisco, Calif. February 6-10

HIGH FIDELITY MUSIC SHOW

Alexandria Hotel, Los Angeles, Calif. February 8-11

12TH ANNUAL NATIONAL ADEQUATE WIRING CONFERENCE

LaSalle Hotel Chicago, III. February 23-24

NATIONAL ELECTRICAL MANU-FACTURERS ASSOCIATION

Edgewater Beach Hotel Chicago, III. March 12-16



Bendix TV Sets Convert to 3 Different Leg Styles or Bases!

How's this for solving your inventory problems! Your customer has a choice of 3 different leg styles or bases on most of the new Bendix* TV Dyna-Jet and Long-Distance models. Yet—there's no added inventory costs—no additional inventory space needed. Here's how we do it. All Bendix TV table models accommodate either swivel bases or bases with caster legs. All Bendix TV Consoles are delivered with tapered legs but can be quickly converted to caster legs or swivel bases. And the cost of converting is surprisingly low. Result: One Bendix TV model does the job of 2 or 3—your customer gets the set he wants the way he wants it. That's what we mean when we say this "neatest TV trick-of-the-year" gives you more sales power. We're inclined to think you'll agree.



21 Dyna-Jet on brass trimmed swivel base



21 Dyna-Jet blond console, tapered legs



21 Long Distance, speaker base with casters

ON DISPLAY
SPACE 545-D
AMERICAN FURNITURE MART



A PRODUCT OF BENDIX AVIATION CORPORATION

*Reg. U.S. Pat. Off.

BALTIMORE 4, MD.



Happy New Year . . .

... is ahead for the appliance industry, according to several manufacturers who foresee continued big volume in the years ahead

Bright prospects for the new year and the future are part of the 1956 appliance picture, according to the opinions of several industry figures.

RCA's president Frank Folsom and executive vice president Robert A. Seidel foresee "excellent business conditions" in the coming years. Seidel said the electronics industry will jump about 30 percent in the next two years. "Television is already a billion dollar industry," he said. "With the surge of color it will top two billion, three billion, or five billion annually." He said, "Color television is truly

He said, "Color television is truly wonderful and hundreds of thousands of people can afford sets now, at today's prices of \$795 and \$895. And countless hundreds of thousands of others soon will be able to buy color sets within the coming year, as production increases and prices are adjusted downward."

In another speech, Seidel noted, "It is interesting to know that 56 percent of America's families have no installment debt whatsoever, that 26 percent additional owe under \$500, that only 7.8 percent of our families owe over \$1,000. Delinquency percentages are among the lowest in history."

Speaking in Chicago, Folsom said, "I am convinced that in 1956 we will see the real breakthrough of color television. We are going to make all the lessons we learn in this Chicago operation (NBC's all-color WNBQ station) available to other television stations, and we expect they will follow Chicago's lead."

Frigidaire's H. F. Lehman, general sales manager, said recently that the company is broadening its sales organization to "match the dynamic growth and expansion of the home building business in the United States." He said, "The industry expects to erect over 1,200,000 new dwellings across the country (in 1956). By the same token the demand for kitchen modernization is increasing and we expect this phase of the business to play a very important role this year. There are about 25 million homes in the country more than 30 years old, most of which have outdated 1920 kitchens."

Sylvania's president Don G. Mitchell said recently that the production of electric products will reach \$35 to \$40 billion annually within 10 years, more than double the current rate. He told the recent NEMA convention that a greatly increased rate of mechanization will be necessary in order to meet these requirements.

Magnavox's Ralph Mathews, director of the high fidelity division, estimated recently that the dollar volume of the hi fi market would approach half a billion dollars in 1955 and would continue to increase in 1956.

He said the rapid sales rise was due to better and better records and new

engineering techniques.

Crosley-Bendix president Chester G. Gifford told a recent distributors meeting that there will be ample opportunity for profit in 1956 and that there will be continued high volume appliance and television sales, probably at a rate five percent above 1955's banner figures. He estimated that "more than 30,000,000 appliances, radio and television receivers will be sold" this year.

Major gains will be achieved by increases of 300,000 units each in sales of room air conditioners and automatic clothes dryers, he said. Automatic washers and household refrigerators each will gain more than 100,000 units over 1955's 3,000,000 and 4,000,000 units respectively, he estimated. "Automatic laundry equipment—washers and dryers together with combination washer-dryers—actually will outsell refrigerators by 300,000 units" in 1955, he said, and "twice that" in 1956. He concluded that 1956 television sales will come within 100,000 units of 1955's estimated 7,700,000 sales.

Coleman Co.'s president Sheldon Coleman said recently that the impending boom in home modernization plus the sustained high level of new construction will make 1956 "one of the biggest growth years in the history of the heating and air conditioning industry." He called the American home-owner's urge to upgrade his home "one of the healthiest signs on the business horizon."

LOOK A-W Awards

LOOK magazine has announced it will continue its Adequate Wiring Awards, presented last year for the first time, as an annual event.

Contestants are now submitting their entries for the 1956 awards which will be presented at the National Adequate Wiring Bureau conference Feb. 23 and 24. Entries, covering work in 1955, must be submitted by Feb. 1 to Adequate Wiring Competition, LOOK Magazine, 488 Madison Ave., New York 22, N. Y.

Trophies are given in four categories

to appliance dealer, utility, contractor and appliance distributor. The dealer award goes to the retailer "who has promoted adequate wiring in selling to the multi-appliance home."

Contestants should submit presentations covering all facets of their adequate wiring campaigns in 1955—inluding such materials as tear sheets of adequate wiring ads, pictures of store and outdoor displays, description of TV and radio campaigns, and evidence of group cooperation.

THE WORLD'S

MOST BEAUTIFUL FAN...

by MARKEL



THE 20"

Direct Aire

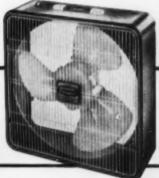
ADJUSTABLE LOUVRES... that direct air where you want it at the flick of a lever . . . and add the privacy and beauty of a venetian blind!

THE ONLY FAN . . .

- 1. That gives you Direct-Air AND Adjustable Diffused Air!
 Two independently adjustable sets of louvres gives choice of draft-free air diffusion and air direction . . . and they're fingertip adjustable!
- 2. Automatic Thermostat Temperature Control!
- Instant Electric Reverse and Three Speeds Each Direction (Split Capacitor Motor).
- Exciting New Eye-Level Panel Controls! All controls are positioned for your convenience... all at eye level and simple to operate... mounted against soft polished aluminum.
- New Automatic GUIDE LITE . . . its bright jewel glow tells you if the current is on.

MARKEL for 1956 has Side Panels available.

MARKEL also has for YOU...a 20"
FAN with 4,000 CFM Performance
with THERMOSTATIC CONTROL to
List as Low as \$3995



The MARKEL Line . . . complete with 9 Portable Reversible Models — are still available for EXCLUSIVE

See MARKEL at the

Chicago

Housewares Show

January 19 - 28

BOOTHS

DISTRIBUTORSHIPS in several areas. Write us Now — or see us at the Show!

* trade-mark

MARKEL ELECTRIC PRODUCTS, INC. . Founded 1920 . DEPT. EM . BUFFALO 3, N. Y.



OVER 250 EXHIBITORS occupied 86,000 square feet of exhibit space during the Ninth Exposition of the Air-Conditioning and Refrigertion Industry in Atlantic City in late November. The Exposition, sponsored by the Air-Conditioning and Refrigeration Institute, was the largest in history.



WITH ONE EAR STOPPED against noise in gigantic Atlantic City auditorium, ARI managing director George Jones settles a problem during the show.

The Air Conditioning Show— Biggest Ever An unusually cold spell in Atlantic City tioning industry feel right at home as

An unusually cold spell in Atlantic City makes the air conditioning industry feel right at home as over 250 firms show everything from tiny components to huge cooling towers.



SETTING UP FOR BUSINESS, H. R. Cummins, ad manager for Westinghouse refrigeration specialties, takes time out to pin on his exhibitor's badge.



QUESTION posed by "Household" editor Bob Crossley, left, is answered by Bob Cassatt and J. J. Sullivan, right, of York Corp.



PRODUCT ENGINEER P. E. Bracht, second from left, of Union Asbestos & Rubber, explains operation of firm's mobile room air conditioner.



1

NEW COVER PLATE for Freshn'd-Aire room air conditioner is adjusted by Cory vice-president H. G. Blakeslee.



SPECIFICATIONS of Emerson's new room units are jotted down for show visitor by G. H. Childers, manager of air conditioning sales.



OPERATION of Deering's new "Tri-Pak" unit (it heats and cools plus heating water) is explained to visitor by president Tom Deering, kneeling.



CONSTRUCTION of Mitchell residential unit is explained to New Jersey distributor Dave Mytelka, right, by vice-president Howard Haas.



MASS DISPLAY of Tecumseh compressors holds attention of T. W. Randell, general manager, sales and sales engineering, and ad manager A. S. Russell.



LISTENING carefully to comments by visitors at the Torrington booth is sales vice-president Dudley B. Robinson, center.



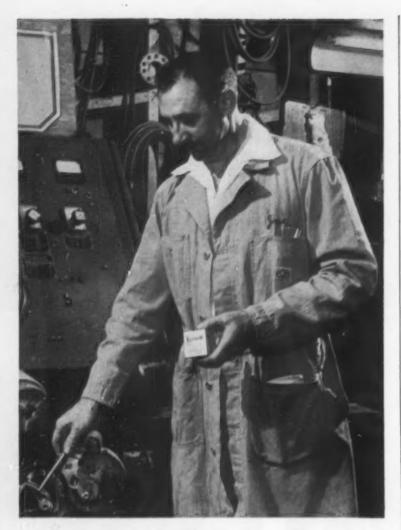
CONSIDERING AN ANSWER to a question posed by customers at the United Refrigerator Co. booth is president Leonard U. Shapiro.



INSTALLATION of Sub-Zero's built-in freezer is explained to customer by A. H. Rose, right, sales manager for the Wisconsin firm.



READY TO MEET visitors at his firm's booth is president D. E. Feinberg, center, president of United States Air Conditioning Corp.



Strongly Recommends KLIXON Protectors for all Motors

REDWOOD CITY, CALIF.: Joseph Ross LoSavio, Manager of the motor department of Coast Electric Company, insures against motor failures with Klixon Protectors. He says —

"Managing the Motor Department of a leading Electrical Firm, such as the Coast Electric Company who has a twenty-five-year reputation for quality merchandise, workmanship, and fair prices, every effort must be made to insure against motor failures by burnouts. We accomplish this by installing Klixon Protectors on all our repaired motors — reducing the motor warranty failures by burn-outs by 90%.

"Therefore, we strongly recommend the Klixon Protectors on all motors."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

Root

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customerpreference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE SOOKLET, "THE STORY OF THE SPENCER DISC"



METALS & CONTROLS CORPORATION

SPENCER THERMOSTAT DIVISION

2501 FOREST STREET, ATTLEBORO, MASS.

Hotpoint Uncaps The Line

Electronic oven, unitized kitchen and shallow air conditioners are on the drawing boards, officials reveal as the 1956 appliances are unveiled

Hotpoint last month took the wraps off its 1956 line and plans for an electronic oven, a unitized kitchen and a thin, colored air conditioner.

The electronic range will be unveiled at the Chicago markets this month, officials said. The price will be "about \$1,000," but executives said that with mass production the item will sell for between \$600 to \$700. Limited production is scheduled for the spring and, according to one official, over 1000 orders have already been placed.

The Hotpoint range uses a separate electric oven under the electronic compartment to brown foods which are quick-cooked electronically. The new cooking method is so fast the traditional brown crust does not form.

Hotpoint's unitized kitchen can be had in either a seven or nine foot length. Containing an oven, surface units, a disposer, dishwasher and sink, the combination uses only one plumbing and one electrical outlet. The disposer is to the right rear of the sink to provide more storage space under the sink. The unit is 54 inches high and can be fitted into a wall space under overhead cabinets. In the ninefoot size, the range is eye-level and in chrome finish. In the seven-foot unit, the range replaces the cabinet space under the surface units and comes in any of the Hotpoint colors, to match the cabinet finish.

Production on the unitized kitchens is scheduled for early this year, and

models should be available for display at the Chicago Markets.

Color is also a feature of Hotpoint's planned air conditioning line. The new flush-mounting units will come in a choice of four colors. The exposed face of the unit is replaceable.

face of the unit is replaceable.

The 1956 Line. Hotpoint's "Big
Three" in refrigeration includes a
new "Big Bin" model which has a
large vegetable shelve attached to the
lower door section. The shelf, with
two-thirds of a bushel capacity, also
has space for tall bottles and bulky
food items.

The company's laundry line includes three matched pairs of washers and dryers in deluxe, standard and budgetprice classes. In addition to white, all units are available in seafoam blue, meadow green, sunburst yellow, coral pink and woodland brown.

Five automatic dishwashers are in the line. Pushbutton controls and spotless washing and drying are featured. A special water conditioner insures complete rinsing. The undercounter models come in five colors and satin chrome finish.

The range line features greater control of both time and temperature. In one model an automatic heating unit serves as a raisable cooker, standard surface unit, deep fat french fryer or dutch oven. This deluxe range also has a meat thermometer which, when plugged into a cooking piece of meat in the oven, will register on the range back panel.

Dealers See New Gibsons



INTRODUCING THE NEW Gibson line to dealers in western Michigan is J. L. Johnson, center, vice president and general manager of the company. Gerrit Greer, left, Grand Rapids dealer, and W. F. Winstrom, distributor, watch the demonstration of the "Strat-a-master" refrigerator.

The ORIGINAL and incomparable

antowac

again jumps years ahead of the industry!

self defrosting ultra-high humidity REFRIGERATOR

0

cold wall FREEZER

ONLY











GIGANTIC "Supermart" DOORS!

LARGEST CAPACITY freezer door storage of any combination!

Bigger Capacity-10 cu. ft. self defrosting, ultra-high humidity refrigerator... 12 cu. ft. cold wall freezer.

"Supermart," deep doors. NEW

Shell condenser...on all three walls- PLUS eliminates sweating...three times the NEW

Smart cabinet styling to complement the most modern kitchen decor. Beautiful interior trimmed in heirloom copper and butter yellow.

all the MANITOWOC 2-zone exclusives that have made the 2-zone first choice of every sales minded-profit minded mer-

Manitowoc 2-zone the only combination, performance-proved in thousands of American homes since 1947.

Call-Wire-Write . . .

Tom Hannon, General Sales Manager Manitowoc Equipment Works Manitowoc, Wisconsin

See the spectacular NEW Manitowoc 2-zone Manitowoc Freezers Space 504 Furniture Mart Chicago

See U. S. Department of Agriculture Publication 687—UPRIGHT HOME FREEZERS, their selection and uses.

OWOC PROJECT OF MAINTOWOOD AN EXCLUSIVE PRODUCT OF MAINTOWOOD

A RESPECTED NAME IN INDUSTRY ... FOR SHIPS ... GIANT CRANES ... COMMERCIAL REFRIGERATION ... HOME FREEZERS









I Never Hear Complaints



"... when I use Tung-Sol Tubes for replacement jobs! These dependable, long-lasting tubes stay put. Instead of wasting time on callbacks, I'm out servicing new business!"

TUNG-SOL ELECTRIC INC. Newark 4, N. J.

Sales Offices: Atlanta, Columbus, Culver City, Dallas, Denver, Detroit, Melrose Park (Ill.), Newark, Scattle.

dependable
PICTURE TUBES

Kelvinator Is Happy . . .

... with sales results of its colored appliances; overall business was good in 1955, officials say as they unwrap the 1956 models

Colored appliances came into their own in 1955, according to B. A. Chapman, vice president and general manager of the Kelvinator division, American Motors Corp.

He said that Kelvinator, which produced five refrigerator models and three ranges in color for seven months of the model year, ended up with a large backlog of color orders. The ratio of color to white production ran as high as 17 percent on the top range model, Chapman said.

Kelvinator produced twice as many

Kelvinator produced twice as many refrigerators in color as anticipated and four times as many ranges. This amounted to 10 percent of total range output and five percent of refrigerator production. Most popular color for the company was Bermuda pink, Chapman said. It accounted for more than half of all color sales. Buttercup yellow and Spring green ranked second and third in popularity, followed by beige, harvest yellow, lagoon blue, and dawn gray.

The least popular—fern green—is being replaced in 1956 by "surf turquoise." Chapman said that "although past experience indicated that yellows and greens traditionally commanded high preference among standard decorator colors, pink had obvious vitality and eye-catching appeal and was promoted heavily by Kelvinator. In addition, pink rode the crest of popularity as the high-fashion color of 1955. As a result, all manufacturers who offered pink among their color selections found it one of the most

The 1956 Color Line-Up. Kelvinator appliances available in color in 1956 are: six refrigerator models, in a choice of eight colors; four range models, in a choice of eight colors; one automatic washer and one dryer model, in a choice of three colors; kitchen cabinets in a choice of three colors (for glass doors) and eight colors (on steel doors).

Matching paints in all eight colors are available for the "do-it-yourself" customer. Kelvinator has also solved the problem of its interior coloring. In 1956, all appliances will come in "sandtone" on the inside.

Chapman revealed that 1956 sales had been good. Refrigerators were 30 percent above the previous year, laundry sales were 50 percent ahead, and ranges were equal to the industry gain while freezers didn't do so well.

gain while freezers didn't do so well.

He said that the \$300 30-inch range, top of the 30-inch line, was the best seller despite its price. Laundry equipment, 30-inch ranges and refrigerators less than 11 cubic-feet in capacity were introduced in September because exceptionaly high summer sales had depleted 1955 stockpiles, Chapman said.

New Built-Ins, New Features. Introduced recently were the new refrigerators, including a 1956 version of

the "Fooderama" combination. Kelvinator has also unveiled a built-in version of the 16-foot combination refrigerator-freezer.

The \$629.95 unit has had surprising acceptance from middle income families, according to Walter Jeffrey, vice president in charge of sales. "Only 25 percent of the sales were made to so-called higher income families," Jeffrey said. "Seventy-five percent of the purchasers had total family income of \$10,000 a year or less. Thirty percent had total incomes of \$5,000 are less."

Also introduced were four new ranges, all 40 inches wide, with disposable aluminum foil linings to simplify cleaning. An electric thermometer device not only shows the meat temperature but automatically turns off the oven when the roast is done.

Other built-ins added to the Kelvinator line for the first time include oven, surface cooking and griddle units.

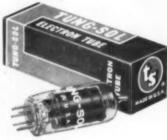
Prices ranged from three to eight percent higher than in 1955.

Financial Briefs

- Zenith Radio Corp. reports earnings of \$5,004,069 for the first nine months of 1955, up 94 percent over the same period in 1954. Sales were \$108,468,108, an increase of 19 percent from the first three quarters of 1954. Unit TV sales increased 43 percent over the same period in 1954 as compared to a 20 percent increase for the industry as a whole.
- York Corp. had sales of \$82,713,-623 and profits of \$2,426,236 for the fiscal year ending Sept. 30, 1955. While the totals are down from 1954, president S. E. Lauer said the last half of the fiscal year "was the best six months' earning period in our history." He termed the outlook for 1956 "encouraging."
- Du Mont sales for the first 40 weeks of 1955 amounted to \$51,964,000 as compared to \$67,593,000 for the same period in 1954. The company reported a 1955 loss of \$2,019,000 as against a profit of \$612,000 in the same period of 1954. Officials said the 1954 figures included sales made by WDTV and the Du Mont television network no longer a part of the Du Mont operation.
- Admiral Corp. reported sales of \$146,791,839 in the first nine months of 1955, compared to \$156,467,275 in 1954. Earnings were \$3,385,676 in 1955 and \$4,382,175 in 1954. However, third quarter sales were up from 1954, according to John B. Huarisa, executive vice president.

It Sounds Better Than Ever





"... since my service man fixed it! Complicated sets are scarcely my cup of tea, but I do know this: he used Tung-Sol Tubes and my set's never worked better."

TUNG-SOL MAKES:

All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes and Semiconductor Products



The Event: 25th National Housewares Exhibit

The Date: July 9-13, 1956

The Place: Atlantic City

And here are the hundreds of leading housewares firms who have responded thus far to our inquiry with reference to their plans regarding the Atlantic City 1956 NHMA Exhibit. This reaction was not surprising. As many of these firms themselves pointed out, it is to the best interests of exhibitor and buyer alike to continue to participate in an exhibit operated by the Manufacturer for the Buyer. This is definite assurance to the housewares industry that our Atlantic City 1956 Exhibit will be the largest and best of our summer exhibits—the national meeting place of your industry.

The NHMA has served the housewares industry for 18 years. Its only goal has been to give the industry the best possible exhibit at the lowest possible cost consistent with sound management. The NHMA has only one interest—to best serve the Buyers and Manufacturers of the housewares industry.

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Alb-Luminum Products, Inc.
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Aluminum Specialty Co.
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American Windshield & Specialty Co.
American Windshield & Specialty Co.
American Monder Corp.
Armos Shower Curtain Co.
Arrican Corp.
Arilington Mfg. Co.
Arrican Co.
Bollacian Encanel Co.
Bolican Delican Co.
Bolican Corp.
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Burlington Bosket Co.
Burnowlik Wire Goods Co.
John Clark Brown
E. Bruce Co.
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Choisea Products, Inc.
Chicage Electric Div. of The Silex Co.
Chicage Metallic Mfg. Co.
Cincinent) Golvenizing Co.
J. R. Clark Ce.
Claw Alvaninum Products Co.
Claw Alvaninum Products Co.
Claw Alvaninum Products Co.
Claw Electric Co.
Colex & Co.
The College Mill
Color Craft Co.
Color Man Plastic Products, Inc.
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Confort Lines, Inc.
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Damar Products
Dapol Plastics, Inc.
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Davis Mfg. Co.
Davis Mfg. Co.
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Du-Fold Mfg. Co.
Du-Fold Mfg. Co.
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Electric Scome Radiator Corp.
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Embreo Mfg. Co.
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Gits Malding Corp.
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The Glolire Co.
The Grey Co.
Gustin-Kremer Co.
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Handy-Andy Specialty
Haccack Corp.
Handy-Andy Specialty
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Hart Products Co.
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Houseware Sales Corp.
Houseware Sales Corp.
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Howard Dustless Durier Co.
Induste Corp.
Induste Corp.
Induste Corp.
Indust Mfg. Co.
The Ironese Co.
International Silver Co.
International Silver Co.
International Molded Plastics
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Kord Mfg. Co. Kord AHg. Co.
Kromex Industries
Lakeside MHg. Co.
Landses, Frony & Clark
F. H. Kawson Co.
Geo. S. Leiner Co.
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Horry Levitz
I. Levy Sons
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Lifetime Cutlery Carp.
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Ben S. Leeb, Inc.
Lorem Plastics, Inc.
Lorem Co.
Luce Mfg. Co.
McKee Div., Thother Glass Mfg. Co.
Magicaler Co.
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Wim. F. Mayer Ce.

Malor, Inc.

Melor, Inc.

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Modglin Ce.

Moore Enomeling & Mig. Co.

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Musician Wood Products Co.

Mystik Adhasive Products

National Can Corp.

National Can Corp.

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National Products

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NuTane, Inc.
O-Cedor Cerp.
O-Cedor Novelty Co.
Patent Novelty Co.
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Pacer Novelty Co.
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Phoenix Table Mat Co.
Pittsburgh Coke & Chemical Co.
The Plan-Ier Corp.
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Portable Electric Tools Inc.
Pressing Supply Co.
Presty Products, Inc. orthorn Electric Co Pretty Products, Inc.
Priser-Pointer Stove Works
Proctor Electric Co.
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Marper J. Ransburg Co.
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M. N. Bhodes, Inc.
M. N. Bhodes, Inc.
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Rival Mfg. Co.
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Robinson Spange Co.
Ropers Plastic Corp.
Rubon, Inc.
Russakav Co. of America
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S. & F. Co.
Antenia T. Sabina Salmanson & Co.
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Sanita Utility Mfg. Co.
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The Shervin-William The Silex Co.
Silver-Chemberlin Co.
Skot Metal Products Co.
Spaulding Industrios
Spacial Products Co.
Sparil Faraday, Inc.
Stainless Ware Co. of America sream-x-mails corp.

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A. W. Stern
Swing-A-May Mfg. Co.
Taplia Mfg. Co.
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Go. S. Thompson Co.
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Tinn Mfg. Co.
Tansimoster Products Div.
McGraw Blectric Co.
Taleda Guild Products
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Trio Mills Mfg. Corp.
Trimblo. Inc.
Trio Mills Mfg. Corp.
Trinshote Inc.
Trio Mills Mfg. Corp.
Trinshote Inc.
U. S. Associates, Inc.
Unica Steel Products Co.
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Vegue Mfg. Co.
S. Vellman & Sons
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Vegue Mfg. Co.
S. Vellman & Sons
The Vollrech Co.
Washington & Sons
The Vollrech Co.
Washington & Sons
The Washburn Co.
Washington Ed. Sons Mfg. Co.
Washington Ed. Sons Mfg. Co.
Washington Ed.
Washington Jnc.
Wolse & Klos
Wollrech & Sons Mfg. Co.
Washington Ed.
Washington Jnc.
Wolse & Klos
Wollrech Ed.
Wolfer & Sons Mfg. Co.
Washington Ed.
Wolfer & Sons Mfg. Co.
Washington Ed.
Wolfer & Sons Mfg. Co.
Washington Freducts
Worst & Klos
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Worst & Bend Alominum Co.
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There is No Substitute for the National Housewares Exhibit

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

(Incorporated not-for-profit)

1140 Merchandise Mart, Chicago 54, Illinois

Giant Strides Ahead . . .

... predicted for the appliance industry by Hotpoint; in the next ten years most appliances will increase by over one hundred percent

Most appliances will increase by over 100 percent in the next ten years and at least one product, air conditioners, will increase by almost 700 percent.

According to John F. McDaniel, general manager of the Hotpoint range department, the industry is slated for a bright future. Their predictions for the various appliances are:

Refrigerators will be selling at a rate of 5,700,000 units a year by 1965. Saturation will be 97.1 percent with 54,600,000 refrigerators in use, a 28 percent increase over the present number. Of those sold in 1965, 78.1 percent will be replacements and 21.9 percent will be new additions. For this year, sales are predicted to be 3,850,000.

Ranges will have a 43.4 percent saturation in 1965, compared to Hotpoint's estimated 28.8 percent at the beginning of this year. In ten years, the industry will be selling 2,600,000 units a year and 24,406,500 ranges will be in use—an 84 percent increase over today's number.

Room Air Conditioners will increase by 671 percent, according to the estimate. Today there are units in 4,063,000 homes and in ten years there will be 22,346,000 homes with units. Saturation will be 39.8 percent (compared to 8.6 today) and shipments will be 3,450,000 units a year. Of the 1965 sales, 86.8 percent will be the first unit going into a home, 10.3 percent will be a second unit and 2.9 percent will be replacements.

Dishwashers will increase by 357 percent in ten years but saturation will still only be 15.3 percent. Sales will pass the million-a-year mark in 1962, Hotpoint says, and by 1965,

sales will reach 1,350,000 units a year. The total number of dishwashers in use will be 8,641,250 by 1965.

Automatic Washers will increase to a saturation of 58.2 percent (from today's 32.6 percent.) Some 32,680,000 units will be in use, a 118 percent climb from today's figure. By 1965, the appliance industry will be selling 3,700,000 automatic washers a

Electric Dryers will be selling at a 1,500,000-unit-a-year pace by 1965. The homes with dryers will number 13,368,000, or 298 percent above the present number. Saturation will increase from 7.3 percent in 1956 to 23.8 percent in 1965.

Food Waste Disposers will advance 314 percent, from the present saturation of 5.3 percent to 18.3 percent in 1965. About 10,300,000 units will be in use then, compared to the present 2,448,500. The million-a-year mark will be passed in 1960 and, by 1965, sales will be 1,550,000 a year.

Freezers will increase 135 percent

Freezers will increase 135 percent and will be selling at a rate of 1,673, 000 per year in 1965. Saturation will be 31.9 percent and 17,911,000 units will be in use, compared with today's 7,607,000.

Water Heaters will have a saturation of 31.1 percent by 1965 and sales will reach 2,100,000 per year. The total number in use will advance to 17,454,000, some 123 percent above present figures.

The total number of major appliances sold each year will increase from 13,315,000 in 1955 to 26,225,000 in 1965. Hotpoint sees an increase to 14,485,000 in 1956, then a dip to 13,-990,000 in 1957, followed by a steady climb to the 1965 peak.

Easy Conversation Piece.



THIS GIANT TELEPHONE represents the telephone conference call made by the Easy Washing Machine Division of Murray Corp. of America recently. Over 700 dealers and distributors in 53 cities heard about 1956 plans. Easy president Homer Reeve, left, watches as B. C. Gould, president of Murray, helps Mary Burke hold the receiver while Murray vice president Tom Hardy dials.

Marketing Briefs

• Norge reports excellent results with its in-store "Launderama" demonstrations. On-the-spot sales were made to four out of every 25 attending the laundry demonstrations, according to R. C. Connell, Norge vice president of sales. The company held 2,500 "Launderamas" last fall.

• Republic Steel Kitchens have added three new colors in its "harmony hues" line introduced last month. Available for immediate delivery are largo yellow, tempo turquoise and prelude pink, according to C. E. Howes, general manager of sales for Republic's Berger Division.

• Nine Chicago retailers have filed suit against two "discount" houses and 12 manufacturers and distributors. The suit asks triple damages of \$11,625,000 for alleged violation of the Robinson-Patman Act. Defendants include Polk Bros., Central Appliance & Furniture Co., Grossi Bros., Inc., Graybar Electric Co., Westinghouse, Remoc, Inc., Maytag-Chicago Corp., Magic Chef, Inc., RCA, and Philco.

• Servel, Inc. announced plans to "greatly expand appliance sales in 1956" at its recent national sales convention. Vice president Richard S. Testut said "Servel's objective is to double appliance sales in three years and to triple them in six years."

Mitchell Mfg, Co.'s plan for merchandising room air conditioner during the Christmas season has met with "amazing success" according to Howard Haas, vice president in charge of advertising. He said more than 650 appliance dealers sold the units under the three-phase pre-season sales plan.

• Westinghouse will not participate in the cost of co-op advertising which offers Westinghouse portable appliances at less than current factory suggested list prices, according to J. J. Anderson, manager of portable appliances. In a letter to distributors, he said, "A few retailers have recently advertised Westinghouse portable appliances at extremely low prices." Condoning this advertising would have an adverse effect on Westinghouse business, Anderson said.

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• Valentine's Day Promotion Council has launched a campaign to promote gift-giving for the Feb. 14 observance. Slogan for the drive is "Make Love Official." Brochures and promotion pieces are available from the council headquarters, 16 East 40th St., New York 16, N. Y.

Range Gets Tagged



TAPPAN'S NEW electronic range has been awarded the McCall's magazine "Use-Tested Tag." The magazine's household equipment editor, Elizabeth Sweeney Herbert, here tests a five pound roast which only took half an hour to cook (as opposed to 2½ hours in a conventional oven).

President's Award Given.



SENTINEL PRESIDENT Ernie Alschuler, right, presents the "President's Award" to Lou Salamon, president of the National Sales Co. of Rochester, N. Y. for achieving the highest percentage of Sentinel sales quota for 1955. William Hoffman, National salesman, topped the sales list in primary markets and won a 1956 Buick Super Hardtop.



Thoroughly



these FAST-MOVING automatic Water Heaters

And surely they've a right to be, too, for not only are DWW's expertly engineered for the most unfailing service, the most long-lasting trouble-free performance, but the name D. W. WHITEHEAD ITSELF demands customer confidence... assures dealers and customers everywhere that these fast-selling automatic water heaters provide enough piping hot water for every household need at the highest possible economy plus all the important consumer benefits and built-in conveniences that mean quick-turnover selling for you.





Easily removable porthole cover • Cathodic protection by magnesium rod • Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Heat trap to prevent back circulation in piping • Double extra heavy galvanized steel tanks • Underwriters' approved heavy wiring • Precision engineering • Upright models to conserve floor space, table top for extra work space • Advanced design • Adjustable thermostats.

Exclusive baffle at cold water inlet prevents mixing of hot water with incoming cold, insuring constantly even water temperature, greater economy of operation.

- . QUICK, CONSTANT HOT WATER
 - . LONG TROUBLE-FREE SERVICE
- HEAVY FIBERGLAS INSULATION
 - LOW-COST OPERATION
- MODERN SPARKLING BAKED ENAMEL JACKET
 - . SAFETY AND CLEANLINESS

Liberal 10-Year Guarantee on Extra Heavy, Copper-Bearing Galvanized Steel Tanks When Ordered With Cathodic Protection.

NATIONALLY ADVERTISED

GAS OR ELECTRIC —
A DWW MEANS
SUPERIOR PERFORMANCE

DWW Manufactures a 1-Year, 5-Year, 10-Year and Stone Lined Water Heater.

DWWHITEHEAD



D. W. WHITEHEAD MFG. CORP. 1218 Walnut Ave., Trenton 9, N. J.



CHATTING WITH OFFICERS of the Porcelain Enamel Institute is Laurence Wray, left, editor of ELECTRICAL MERCHANDISING and speaker at the PEI convention. Officers are, left to right, P. B. McBride, Porcelain Metals Corp., PEI's treasurer; Glenn A. Hutt, Ferro Corp., the Institute's president; and John C. Oliver, newly elected managing director of PEI.

Color Is Coming . . .

. . . The Porcelain Enamel Institute is told at its annual meeting in White Sulphur Springs; "dynamic obsolescence" will push appliance sales

Color and "dynamic obsolescence" are two keys to the future of the appliance industry. That was the view of speakers addressing the Porcelain Enamel Institute's recent annual meeting in White Sulphur Springs, West Virginia.

Authorities in the appliance and home equipment industry outlined for the enamelers the trends and currents in the business. Discussing "Today's Appliance Picture," Laurence Wray, editor of Electrical Merchandising, said, "Many manufacturers will be forced to make drastic changes in their pricing and distribution policies." He warned the group, and the appliance industry as a whole, "Probably never

New Set Starts



PRESENTING THE FIRST production model of the new Granco "Concert Hall" series of FM and FM-AM radios to Loyd Dopkins, left, vice president of sales, is Granco president Henry Fogel. Dopkins said advance orders from dealers "have exceeded all company expectations."

before has the need for real cooperation between responsible elements of the industry been as serious as it is today."

Looking ahead, Wray gave sales and saturation figures showing the magnitude of the appliance business today. Marion Harper, president of McCann-Erickson, carried the observations into the future in his talk, "The Appliance Industry . . A Forward Look." He said, "There are only about 500 thousand modern kitchens in the country today, out of nearly 50 million potential."

Harper continued, "Our new standard of living implies advancing the concept of what has been called 'dynamic obsolescence'—the willing substitution of a new product for one which is still perfectly good, but which does not deliver quite the same degree of satisfaction."

Color consultant Howard Ketcham outlined the growing importance of color in the industry. He also predicted, "By 1960 it appears likely that every house built in this country at a cost of less than \$15,000 will be built of prefabricated parts and many of these houses will be made of steel colored with porcelain enamel assuring fine appearance, lasting economy, color fastness and freedom from most maintenance worries."

He added that "87 percent of all retail buying decisions in stores are made for or against merchandise because of color." He explained that "the eye is 400 times quicker than the ear . . and people are influenced 90 percent by the emotional appeal color contributes and only 10 percent by reason."

More People, Money, Homes

... signal a "bright" future for the appliance industry, Price of Westinghouse tells NEMA at annual meeting in Atlantic City

Appliances are riding into a bright electrical future if the industry accomplishes three jobs—in sales, in adequate wiring and in the development of atomic power.

G. A. Price, chairman of the board and president of Westinghouse, told the annual meeting of NEMA in Atantic City that in 1973—only 17 short years away—residential consumption of electricity will equal industrial consumption. He said this shift "gives dramatic emphasis to the opportunity ahead for the appliance industry."

ahead for the appliance industry."

The growth will be sparked by more people, more money and more homes. Price noted that since 1860, our population has doubled, and in the next five years 11 million more people will arrive. Five years from now, consumers will have 37 billion dollars more to spend and the number of homes will increase by 6 million. The average home, in turn, will use 40 percent more electricity than the average resident today.

The Sales Job. Price said to reach the 1973 target, the industry must sell more than one and three-quarter billion appliances. This can be done, he said, through emphasis on product development and improved performance at the point of sale.

ance at the point of sale.

"I believe the future growth of the electrical consumer goods industry is closely related to the strength of our industry retail selling organization," he said. "Dealer strength is essential to the attainment of our goals."

He urged the manufacturers to strengthen dealers through more careful franchising methods. "There are signs we are moving out of the merchandising jungle, where price against price has been the law. The full line, dealer loyalty, service . . . these are coming into their proper perspective," he said.

Price finally urged stronger training programs to help distributors and dealers become better business accountants and better business managers.

Promotion, from manufacturer, utilities and dealers, is needed in the fight for adequate wiring, Price said as he revealed that Westinghouse will "strike a blow for better wiring during next year's political campaigning and election broadcasts" sponsored by the company.

Atomic power, to satisfy the growing need for electricity, is also a must for future growth of the appliance industry, Price said.

New Officers. New president of NEMA is J. W. Corey, president of the Reliance Electric & Engineering Co., Cleveland, O. He succeeds Albert F. Metz, of the Okonite Co. Vice presidents include F. F. Loock of Allen Bradley Co., J. J. Mullen, Jr. of Molney Electric Co., B. C. Necce of Landers, Frary & Clark, W. V. O'Brien of General Electric, and J. L. Singleton, Allis-Chalmers

Mfg. Co.
At the 20th annual meeting of NEMA, plans were also laid for a three-prong attack on inadequate wiring—in the residential field, in the commercial and institutional field, and in farm wiring.

Dishwasher Drive Starts.



MEMBERS of NEMA's dishwasher activities committee look over proposed promotional materials as the 1956 Dishwasher Promotion Campaign starts. Seated, right, is committee chairman J. Don Mason of the Hobart Mfg. Co. With him are, seated, Harold T. Hulett, general manager of G-E's dishwasher and disposal department, and standing, Klee Grumbine, left, appliance sales manager, and C. Fred Hastings, right, general sales manager of American Kitchens Division, AVCO



When a couple buys a washing machine, for instance, it is the *woman* who does the preliminary shopping, who decides which features are important, who eliminates brands, and who actually selects the brand of washer which is bought.*

Almost half of all women who shop in appliance stores read Ladies' Home Journal, so the manufacturer who advertises his product in this No. 1 magazine for women is giving the retailer the best possible selling support.

Based on survey of recent washing machine huvers

Never underestimate the power of a woman, nor the power of the magazine that understands women

Home JOURNAL

No. 1 in circulation

No. 1 in newsstand sales

No. 1 in advertising revenue

among all magazines edited for women





Cleaner Makers Rejoice over excellent sales in 1955; VCMA convention speakers foresee business activity in 1956 which will "top all records" Household vacuum cleaner sales are expected to exceed 1954 figures by percent when last year's totals are added. The recent annual convention of the Vacuum Cleaner Manufacturers' Association in Cleveland was also told that the "overall volume of American business activity in 1956 will top all records."

O. M. Mansager, executive vice president of the Hoover Co. and newly elected president of VCMA, told the gathering, "if you will compare our record with that of other hard good lines you will agree that this industry gives greater values today than at any other time in our his-

tory He warned, however, that increasing costs of materials and labor may cause an upward adjustment in vac-uum cleaner prices. Citing that the cost of maintaining carpet is less than one-half the cost of caring for noncarpeted floors, Mansager said, "There is every reason to expect that women's buying of vacuum cleaners will continue to increase and that we can hope for another record year in 1956."

Good Year Ahead. James M. Daw-son, vice president and economist of the National City Bank of Cleveland, agreed that 1956 promised to be a

record-breaker.

Business volume at the beginning of 1956 will be running about seven percent higher than at the start of 1955, and the current odds seem to favor a continued strong picture for the first half of the coming year," Dawson said. "Even if business were to ease in the latter half of the year, the head start enjoyed in the opening months would seem to ensure a new record for the year as a whole."

Discussing 1956 trends, Dawson said that the average business cycle of the past has included an expansion phase running about 24 months. "If the expansion phase we are now enjoying lasts just that long, it will top off in mid-1956," Dawson said. "However, there is no certainty whatsoever that this cycle will turn out to be average or even close to average."

Dawson cautioned his listeners, however, "it does seem advisable to watch the various economic barometers closely in 1956 if one is to have some advance warning of a change in our economic climate.

Ex-Head Sees Gains. Retiring as-ociation president C. G. Frantz, sociation president C. G. Frantz, president of the Apex Electrical Mfg. Co., said that the 25 percent increase in 1955 was "ample evidence of the fast-widening acceptance of the vacuum cleaner."
He cited "the most unusual success

of members possessing an intense competitive spirit who nevertheless find common ground for joining in a cooperative program of supplying educational material to schools and col-

Other newly elected officers of the

association include: vice president, Lannon F. Mead, president of the Regina Corp.; secretary-treasurer, C. G. Frantz, president of Apex (and retiring VCMA president); and new executive committee members, Robert A. Orr, manager vacuum cleaner department, General Electric Co., and Richard J. Simmons, vice president, Birtman Electric Co.

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OHI Kicks Off

Operation Home Improvement launches its year-long drive to improve American housing on January 16 with federal proclamation from Albert M. Cole, administer of the Housing and Home Finance Agency.

The campaign has two principal objectives: 1) to encourage homeowners to improve their home, and to make it easier for homeowners to buy the materials and services that go into home improvement.

The drive aims at coordinating the selling and promotion efforts of all elements of the building materials, home equipment and financing industries at both the national and local

Editorial support will come from magazines like House Beautiful (the whole February issue will be tied into OHI), American Home (with 11 consecutive pages in February), and Collier's (which will devote its Jan. 20

editorial page to OHI).

For dealers who want to launch a local promotion, the Operation Home Improvement staff has prepared a basic advertising and display kit, available for \$5 from John R. Doscher, Executive Director, Operation Home Improvement, 10 Rockefeller Plaza, New York 20, N. Y.

Dealers Can Help

The Edison Electric Institute is urging dealers to win acclaim for their 1955 sales promotions by cooperating with utilities in the Institute's annual awards contests.

Only utilities can enter, but the institute observes that previous winners "have almost invariably had exceptionally productive dealer coopera-tive help." The new entries are much easier to complete and the institute says that several entries can now be filed in the time it formerly took to complete one.

Contests cover achievements in electric range, water heater and laundry promotions, in residential, commercial and industrial lighting education and promotion, in home service, commercial cooking, and rural and industrial electrification.

Deadlines for the sales contests are February 1 and 15, 1956. Information about the contest is available from EEI, 420 Lexington Ave., New York 17, N. Y.

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JOHN S. COLEMAN

Portrait by Fabian Bachrack

"I am proud that 80% of Burroughs Employees..."

"I am proud that 80% of Burroughs employees are enrolled in systematic savings in U. S. Savings Bonds through the Payroll Savings Plan. The record of the response of our men and women to our recent campaign speaks for itself. It is evidence of the desire to save, and to save in a way which benefits both the individual and the nation. I hope that every employer will take advantage of this opportunity to serve the interest of both his employees and the country by cooperating with the Department of the Treasury in the U. S. Savings Bonds campaign."

JOHN S. COLEMAN, President Burroughs Corporation

What is the percentage of employee participation in your Payroll Savings Plan?* If it is less than 50%, your State Sales Director will be glad to show you how easy it is to raise participation to 60% or higher. He will furnish Payroll Savings Application Blanks, and all the printed promotional material you can use. Write today to Savings Bonds Division, U. S. Treasury Department, Washington 25, D. C.

*If your Company does not have the Payroll Savings Plan, your State Sales Director will help you to install it.

The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

ELECTRICAL MERCHANDISING





CHAIRMAN John E. St. Lawrence, left, of General Electric, and H. L. Moore, right, Southern California Edison Co., chot with speaker Leonard "Bill" Stuart, center, Stuart's Kitchen Center, Los Angeles, at recent business development meeting of Pacific Coast Electrical Association.

Poor Follow-Up Hurts . . .

development section meeting of the Pacific Coast Electrical Association; move to complete kitchens seen

Customers for electric appliances are being woefully neglected in follow-up service and training in the use of their appliances and the industry will suffer for it in competition with other industries. That was the challenge with which Harold Quinton, president, Southern California Edison Co., and past president of Edison Electric Institute, aimed at the 277 who attended the annual Business Development Section meeting of the Pacific Coast Electrical Assn. at the Sheraton-Huntington in Pasadena, Nov. 3 and 4. Sam W. Scott, Graybar Electric Co. district manager, and president of PCEA, and Jack Kiedaisch, Arizona Public Service Co., section chairman, presided.

section chairman, presided.

Quinton quoted newspaper stories with a follow-up of a multitude of letters of protest from readers over poor appliance service. Urged by dealers to get out of the servicing business, utilities left the responsibility with manufacturers, distributors and dealers and evidently they were not accepting it, he said. It was an industry problem on which the branches should immediately get together and see that the customer is served, Quinton con-

Complete kitchen dealer Leonard "Bill" Stuart of Stuart's Kitchen Center frankly told the assembled group of utility and manufacturers' representative that free-standing appliances could no longer be sold profitably by a dealer. The discount house and the direct sale to builders have killed this market. Only by setting himself up as a general contractor and selling complete kitchens and their installation as a package could the business be profi-

Bernice Strawn, equipment editor,

Woman's Home Companion, addressed the home economics breakfast at which the various activities of this group in promoting workshop training classes for home economics teachers and demonstrations, presented the woman's viewpoint on electric home equipment and lighting. She attributed the present color and wood cabinet trend to a longing for more warmth and a link to tradition in the kitchen rather than clinical whiteness.

The section had two sales inspirational speakers at its luncheons. One of them was Tyler MacDonald, vicepresident, Hixson & Jorgenson Inc., advertising agency for a gas range manufacturer and prominent in the Los Angeles Sales Executive Club. Parallel sessions of agricultural electrification, heating and air conditioning, residential and commercial-industrial adequate wiring, home lighting, commer-cial-industrial lighting and power utilization, as well as the kitchen and laundry committees, made up the program. H. L. Moore, Southern California Edison Co., was chairman of the residential committees; John E. St. Lawrence, General Electric Co., of the kitchen and laundry committee.

Philco Tours

Winners of the Philco "Round-The-World" jubilee sales contest will leave Feb. 7 on a 20-day flight around the earth.

The 56 retail salesmen will visit London, Paris, Rome, New Delhi, Hong Kong, Honolulu, San Francisco, Chicago and New York. The winners were chosen from more than 8,000 retail salesmen who qualified in the contest which ended Dec. 12.

Dun & Bradstreet Rating . .

... can be an important factor in success, dealers are advised as 1956 questionnaire is mailed; D & B explains working of its reference book

During the first week of 1956, Dun & Bradstreet will mail a letter to approximately 2,700,000 concerns in the United States requesting financial statements, according to Kenneth Henry of D & B.

A large number of these letters will be going to appliance dealers. "Unless your store is relatively new in business and not yet listed in the Reference Book, you will probably receive one of these requests," Henry said.

Emphasizing that the report can help the dealer, Henry explained what is done with the statement the re-tailer sends in. "When your financial statement comes back to Dun & Bradstreet, it is turned over to the credit reporter in whose territory your business is located," he said. "There are 1,800 trained credit reporters on the agency's staff, operating out of 140 offices throughout the country, and another 18,000 part-time correspondents in rural areas who gather interim data between the reporters' regular calls. The figures you send in are included promptly in your report. The reporter uses them to revise the report, bringing it up to date so that those who are interested in your business (suppliers, insurance underwritters, financial institutions) may see it in its most current light.'

Your Rating. Henry continued, "Financial information is one of the key elements of your credit rating. The rating consists of a letter and a number. The letter indicates your tangible net worth—the difference between what you owe and what you own. The number part of the rating represents a composite credit appraisal. It attempts to evaluate some of the more subtle factors that weigh in the balance between success and failure of the business—how the businessman meets his obligations, his past experience, the length of time he has been in business, his skill as a manager, and the progress he is making.

"The complete rating, letter and number together, reflect two basic things: the ability to pay bills and the willingness to pay them. Your supplier who knows these two things can ship your orders promptly and with confidence."

Henry explained that the credit rating is a part of each Reference Book listing. The book is set up alphabetically by states, with towns alphabetized within each state.

As an example, an appliance dealer might be listed: 5722 DOE, JOHN & CO. INC.....

The first number is a code number which identifies the dealer's trade. These are the Standard Industrial Classification numbers used by the Department of Commerce in classifying industries.

If multiple lines are handled, but household appliances are the major

ones, the number would appear as 57x22. The "x" indicates that secondary products are carried. An explanatory note to the numbers appears in the front of the Reference Book. The code numbers enable users of the book to identify quickly concerns in any given line, and to compile lists of names.

Time In Business. The number "7" following the abbreviation indicates that the retailer has been in continual operation for the nine years since 1947, Henry explained. After 10 years, this number is dropped so that the absence of any numeral means that the business is at least 10 years old.

The "F3" indicates financial rating.

The "F3" indicates financial rating. The key to the Reference Book reveals that "F" would be a company with a financial strength between \$10,000 and \$20,000. The number "3" stands for a composite credit appraisal of "good."

If a dealer's supplier wants more information, he orders the complete report on the retailer. This study provides four basic areas of information:

1) a history of the business, who owns it, and who operates it; 2) a method of operation section; 3) financial information; and 4) a payments sec-

Part three contains the latest statement of the company. The fourth section is revised twice a year, as a rule, to provide up-to-date information

rule, to provide up to day on a merchant's credit.

Henry emphasized, "All information which you give D & B is handled in strict confidence. Reports are made available only to subscribers, generally suppliers, insurance underwriters, or banks interested in doing business with you.

Five Million Sets Later



AS THE 5,000,000TH television receiver rolls off Admiral Corp.'s production lines, Joe Marty, Jr., left, general manager of the electronics division, compares an early 1948 model with the latest item. Seattle distributor John E. Amberg notes that today's set has a picture five times as large and costs approximately \$150 less.



Roto Broil 400 announces

the greatest ad campaign in traffic appliances... to make 1956 your greatest Roto-Broil year!

Four major network television shows. Hundreds of local tele-





market. Full color national ads. Local newspaper ads and

dealer aids!



Exciting new styling,



sensational new

design...new beauty and eye appeal...to make 1956



greatest ?

Roto-Broil year ever!



If you can't see them in person at the Navy Pier Drill Hall in Chicago, write for complete information to:

ROTO-BROIL CORPORATION OF AMERICA

33-00 Northern Blvd., Long Island City 1, N.Y.

S-E-N-S-A-T-I-O-N-A-L NEW AND REVOLUTIONARY

· · · JEWEL OUEEN · · · SURG-O-MATIC

1956 model, portable dishwasher with multi-purpose hinged hard maple work



- -No pre-rinsing, no scraping, no special preparation
- 2-Washes with waves of sudsy
- 3-Uses your own favorite soap or detergent
- Filters out all the soils
- 5—Leaves no spots, no streaks, no lime deposit
- 6-Fiberglass tub holds in heat
- for faster drying 7—Fully automatic, yet smaller
- than a utility table
 —Universal adapter fits any
- sink faucet 9-Portable, no plumbing, no
- installation costs 10—Capacity . . . table setting
- for eight

Distributors' and Dealers' inquiries invited

MENOMONIE, WISCONSIN UNITED STATES APPLIANCE CORP.



Attached instantly, this ingenious new aid to TV and radio repairmen ends sec-ond story service problems when remov-ing TV table models or chassis. With

this new attachment, YEATS dolly users can use the dolly for chassis and table models as well as consoles . . . enjoy all the famous YEATS handling conveniences: 30 second strap ratchet fastening, caterpillar step glide and on-a-dime turning. Folding Plat-form is 131/2"x24", priced at \$9.95. Call your YEATS dealer today!

YEATS "Everlast" COVERS & PADS



appliance dolly sales co.



ing pipe connections. No pipe cutting or threading, Quick, Easy. Cuts costs, For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO. SOUTH BEND 21, INDIANA

Manufacturer Briefs

- Thor Corp.'s Arnold H. Maremont explained the philosophy behind recent company moves as share-holders approved the purchase of Allied Paper Mills, Inc. Said Mare-mont, "Thor's washing machine manufacturing operation became unprofitable because no single-line appliance manufacturer can compete with the advertising or sales budgets of large full-line companies." Thor recently sold its Cicero and Bloomington plants and signed an agreement with AVCO Mfg. Co. to produce a Thor line of
- The Silex Co. has purchased the tools and inventories for the production of the Instant Boilmaster and Boilmaster Trav-ler Kits, formerly products of the American Electrical Appliance Corp. of New York City.
- The Siegler Corp. has acquired the Holly Mfg. Co. of Pasadena, Calif., one of the country's largest producers of wall type heaters, according to John G. Brooks, president of Siegler. He said combined sales of the two companies are running at an annual rate of more than \$15,000,000.
- AVCO Mfg. Co. has licensed the James N. Kirby Mfg. Pty., Ltd., of Australia to produce a full line of Avco home appliances, according to Harvey Williams, vice president and manager of the corporation's inter-national division.
- · Raytheon Mfg. Co. recently announced price increases of from \$10 to \$20 each on 18 models of TV sets. Henry F. Argento, vice president and general manager, said the increases were necessitated by substantial rises in costs of materials and labor.
- · Webcor has increased the price of nine models of phonographs and tape recorders. H. R. Letzter, vice presi-dent of sales, attributed the increases to rising "operational cost in the way of labor, freight and basic material."
- Frigidaire will sponsor a new Edgar Bergen television show over the CBS network beginning Jan. 3, ac-cording to Mason M. Roberts, Gen-eral Motors vice president and general manager of Frigidaire. The program is entitled "Do You Trust Your Wife" and it will replace the company's "My Favorite Husband" show.
- · Motorola has prepared a new hi fi record to demonstrate its new line of phonographs, according to George Halsted, director of sales training. The company is also offering an "autocompany is also offering an graph hound" stuffed animal as a premium with inexpensive phonographs.
- · Sylvania's radio and television division has launched a new campaign on behalf of its radios and high fidelity phonographs. John D. Thuet, radio sales manager, also said the division is preparing "an entirely new and different" radio set to be introduced in the early spring.

NEWEST HOUSEWARES HITS

with the Selling Magic of



STEAM-O-MATIC

EXCLUSIVE! Both Body and Soleplate in STAINLESS STEEL



Amazing NEW MIX-O-MATIC° **Electric Portable** MIXER-SHARPENER

1



KNIFE-O-MATIC ELECTRIC CUTLERY - SCISSORS SHARPENER

ORDER NOW FOR BIG GIFT SALES

STEAM-O-MATIC CORP. Kansas City 41, Mo.

People

C. Steenstrup, 81

Christian Steenstrup, retired General Electric refrigeration consultant, who developed the hermetically sealed refrigerator unit and fathered the suggestion award system in American industry, died recently at the age of 81.

A leading inventor, with 128 patents to his credit, Mr. Steenstrup retired from G-E in 1945 after 44 years of service. He fostered the suggestion award plan which has paid out more than \$6 million to G-E employees.

G. Buckminster, 85

George H. Buckminster, head of the East Boston electrical distributing company bearing his name, passed away at his home in Malden, Mass. His age was 85. From 1904 until his retirement in 1952 he was head of the Buckminster firm.

William Bauce, 50

William J. Bauce, manager of John Oster, Jr., N. Y., eastern distributor for the John Oster Mfg. Co., died at his home recently following a heart attack. Mr. Bauce, 50, was with the Oster company-for the past nine years.

Association Briefs

- NEMA has admitted four new members: The Lau Blower Co., Dayton, O., The Wilcolator Co., Newark, N. J., The A. C. Gilbert Co., New Haven, Conn., and the Coppus Engineering Corp., Worcester, Mass.
- The Television and Radio Association of Klamath Falls, Ore., has elected Ben Kerns as president, Bill Fink as vice president, Gerald Wickersham as secretary, and Mel Berry as treasurer.
- Members of the Association of Television Services Companies of Cincinnati and other Ohio cities have formed a new state organization to be known as TESA—Television Electronic Association of Ohio. Richard E. Miller is president. The state organization will be affiliated with NATESA.
- The Iowa Appliance Dealers Association recently heard a speech from Don Gabbert, vice president of NARDA, in which he advised three steps to overcome the "profit squeeze." They were: 1) plan your work and use a budget, 2) develop efficiencies (e. g. use an invoice that incorporates three or four other forms), and 3) keep abreast of all that is happening in the market so you can shift with the changing times.
- RETMA is planning to collect information of manufacturers' ship-

L. Sturdevant, 65

Leland W. Sturdevant, died recently at his home in Wedderburn, Ore. For 12 years he was western manager of the Zenith Radio Corp. He was 65 years of age.

Economists Shift

Three home economists changed positions recently. Miss Eleanor Delany has been named director of the Hoover Home Institute. Margaret B. Doughty is now director of consumer education with The Dow Chemical Co. And Helen Dawson has been named home service director of the West Bend Aluminum Co.

Johnson Resigns

Robert B. Johnson, sales promotion manager of the Merchandise Mart for the past seven years, resigned Dec. 15. Prior to joining the Mart he was public relations director for Marshall Field & Co., for four years.

Bennett Retires

LeRoy H. Bennett, manager of the Northern California Electrical Bureau for the past seven years, has retired. Bert W. Reynolds will become the new manager and Bennett will remain with the bureau as a consultant.

ments of record playing equipment. At a Chicago meeting Dec. 5, the association collected data covering 1955 and laid plans for gathering the information monthly in 1956.

- Brand Names Foundation, Inc., has extended the annual Brand Names Day activities to a week. In 1956, the event will be celebrated from April 15 to April 21. Palmer Hoyt, chairman of the planning committee, said the observance of Brand Names Day will fall on April 18.
- NARDA announced several changes in the 1956 Trade-In Blue Books. They include: 1) consolidation of kitchen appliances and laundry equipment into one manual, 2) inclusion of suggested list prices as well as revised trade-in value, 3) articles on how to use the Blue Books, and 4) ads by manufacturers of parts and supplies telling where and how to get replacement parts.
- The Edison Electric Institute will repeat its theme "Electric Cooking is White Glove Clean" in the 1956 coordinated spring range promotion program. Robert L. Coe, chairman of the EEI residential promotion committee, pointed out that nearly one-third of the nation's 65,000 dealers participated in the campaign last year.
- The Los Angeles High Fidelity Music Show has been set for Feb. 8 to 11 at the Alexandria Hotel. More than 65 exhibitors will participate in the 1956 event, according to Gramer Yarbrough, chairman.

Man of ACTION.



THE DEVIL'S PROJECT supervisor and Mr. Average Citizen discuss the Devil's urban destruction plan in a scene from "Man of ACTION," a new animated film promoting the American Council To Improve Our Neighborhoods. The 16 mm film is available on free loan from Association Films' regional libraries.

Vacation Trip Pays Off.



AT THIS POINT distributor salesman Lee Walker, center, and his boss John E. Amberg, Admiral distributor in Seattle, were planning a vacation trip for Walker who had just won a company sales contest. But the trip to Alaska turned out to be far more than a vacation. Walker returned with a number of new dealer accounts and orders enough to produce a fat commission check.

Hotpoint Homes For Winners



HOLDING A REPLICA of the Hotpoint living-conditioned home are the four winners in Hotpoint's recent consumer contest. President John C. Sharp, center, congratulates winners Mrs. Jay Shoots, left, Mrs. Robert Todd, Mrs. Edmund Freundt, and Mrs. Norman Herendeen, right. Co-sponsor of the \$2,000,000 contest was LIVING for Young Homemakers magazine.



Protect your customers from dangerous freeze-ups as well as excess moisture, heat and lint!

Assure yourself of satisfied clothes dryer customers by venting with Dry-R-X as part of every instal-lation. Dry-R-X is the top quality, completely weatherproof system that leads all others in sales, Install with your choice of "Button-Lock" alumi-num pipe or inexpensive fireproof flexible tubing. Priced for your best profit.

ASK YOUR CLOTHES DRYER DISTRIBUTOR or write direct specifying make of dryer for information on displays, free literature and price sheets.

> DRY-R-X COMPANY . MINNEAPOLIS 10, MINNESOTA \$521 CODE AVENUE



A few territories are still open to kitchen dealers who can qualify, or to established dealers interested in getting into the profitable kitchen busi for the valuable Kitchen Maid franchise-

...including these sales advantages!

- . A high-quality line advertising and ac natural wood several • Cabinets to acco
- e New Shadow-Line
- styling that's way ahead of the field ... end making many
- Kitchen Maid is the best known name in the Ic wood kitchens built and sustained by Friendly factory conational magazine
- modate all popular
- program for you and your salesmen.
 - the local level.
 - operation

Your Territory May Be Open Write on your latterhead for facts!



KITCHEN MAID CORPORATION



A Heater You Can Trust! HOT WATER FAST!

Simply plug into any light or wall socket and put the heater into any container, up to washtub full. That's all! Over 1 million in use. Weighs 1 lb., 2 oz. (110 volt AC or DC). 7-foot, heavy-duty, rubberized cord. Bright nickel chrome finish. Attractively packaged in cardboard box. Colored label shows heater and list price to assist dealer sales. I-vear guarantee against dealer sales. 1-year guarantee against defective workmanship or material.

Has many uses: Laundry, bath, shaving, warming baby's milk, sterilizing bottles, heating canned foods, etc.

ideal for homes and farms not having any other good way to heat water fast and conveniently.

ONLY \$5.95 LIST DISTRIBUTED THROUGH JOBBERS ONLY Write for Literature, Naming Your Jobber

ELECTRIC CO. 20725 Harper Detroit 36, Mich.

New Plants Reflect

... continued optimism about the appliance industry's future; several companies report progress on manufacturing and warehouse facilities

As the new year opened, appliance manufacturers continued to reflect confidence in the long-range growth of the industry. Among the firms reporting on new plants and facilities were the following:

Radio Corp. of America. A \$2,700,-000 addition to the Cambridge, O., plant will be constructed to meet demands for increased production of tape recorders and hi fi equipment. James M. Toney, vice president and general manager, RCA Victor radio division, said the 210,000 square-foot addition will be completed this year.

Maytag is completing a new east coast company headquarters and ware-house building in Jacksonville, Fla. The one-story building includes a 25,-000 square-foot warehouse, a 3,500 square foot parts and service department and a 5,000 square-foot office area and display room.

Arvin Industries recently broke ground for a new research and advanced engineering building in Co-lumbus, Ind. The 12,600 square-foot building will be completed this spring. The addition will bring Arvin's total space to 1,290,000 square feet, an expansion of some 13 percent in the

Cory Corp. has broken ground for new, half-million-dollar executive building in Chicago. The 28,000 square foot building will be completed early this spring. The company also carly this spring. The company also announced it has expanded its manu-facturing facilities in Toronto, Canada.

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Toledo Desk & Fixture Co. announced another plant addition to meet the increased sales demand for the company's Beauty Queen steel kitchen cabinet. The second within a year, the addition will provide 25 percent more plant area, increasing the current 100,000 square feet.

Sylvania has started quare-foot addition to its warehouse and sales office in Atlanta, Ga. The one-story building will be completed in March, according to vice president Curtis A. Haines. The structure will have a storage capacity of approximately twice that of Sylvania's present Atlanta warehouse.

Stromberg-Carlson has leased approximately 14,000 square feet of space to expand its office area in Rochester, N. Y.

The Hoover Co. will open a new factory in Mexico City in the spring, according to H. W. Hoover, Jr., president. The one-story factory has 36,-000 square feet of floor space and a nearby two-story office building has 2,500 square feet of space while the warehouse is 6,000 square feet.

Fair Trade Probe Starts

... with questionnaires to 1,700 manufacturers; retailers also to be guizzed as Senate subcommittee begins examining price maintenance

Senator Hubert Humphrey (D-Minn.) is out to build up some evidence supporting fair trade resale price maintenance in the marketplace

His Small Business Fair Trade Subcommittee is currently polling some 1,700 manufacturers with a questionnaire asking such information as: how long they have used fair trade, on what products, how much administering and enforcing the program costs, how it affects volume of goods sold, what problems have come up, future legislative recommendations, and how is it working.

A similar questionnaire will be sent to sample retailers throughout the country, based on results of a pre-test sample Humphrey is already trying out in the field. Also, follow-up letters have been sent to urge manufacturers to reply.

Humphrey promised such a check on fair trade in operation when he championed the federal McGuire Enabling Act validating fair trade contracts two years ago. Humphrey will also hold hearings on the subject

when Congress convenes this month. Because of his strong pro-fair-trade stand, Humphrey's hearings and poll results are expected to provide some answers to charges that fair trade isn't. working in practice today. However, the queries and hearings will also provide opponents of fair trade with a

forum to air their gripes.

In addition to Humphrey, the Senate Small Business Committee itself has a long-standing leaning toward fair trade. In its annual reports under both Republicans and Democrats, the group has favored it. But the Distribution & Fair Trade Subcommittee handling the questionnaires and hearings also has a strong anti-fair-trader serving on it-Sen. Wayne Morse (D-Ore.), who will act as a voice against price fixing.

Other members of the subcommit-

tee are Kennedy (D-Mass.), Goldwater (R-Ariz.), and Schoeppel (R-Kans.). Schoeppel backed the McGuire bill (but Goldwater is a department store owner-and as such may oppose fair

G-E Shifts Radio, TV

General Electric has split its radio and television division, giving radio to small appliances and television to ma-jor appliances.

The change was made to better meet the needs of G-E's industrial electronics business which is expected to double in the next five years, according to president Ralph J. Cor-

The realignment takes radio and TV out of this electronics division and places all major consumer product activities into a "consumer products group." This group includes five divisions,—air conditioning, Hotpoint, lamp, appliance and TV receiver division (formerly major appliance divi-sion), and the housewares and radio receiver division (formerly the small appliance division).

New departments have been established in the last two divisions to carry on G-E's radio and TV business. Herbert Riegelman, former general man-ager of the radio and TV department, becomes general manager of the new TV receiver department, while William P. Von Behren, formerly with the management consultation services, takes over as general manager of the new radio receiver department.

Olympic Is Sold

The control of Olympic Radio and Television Inc., has been acquired by a group of industrialists and financiers headed by William H. Husted. The group also controls the Siegler Corp.

The investors purchased a block of 137,332 shares of Olympic stock held by Fox, Wells & Co., investment firm. President Morris Sobin said "It is the purchasing group's present intention to develop further the present activities of Olympic and to acquire other going businesses in the general electronic and affiliated fields, which will be incorporated into the enterprise."

CBS Offers Color

CBS-Columbia offered recently to buy back black-and-white sets at their original cost in a unique color TV promotion in New York and New

The company offered up to a \$400 trade-in, the full purchase price of the black-and-white receiver, on the purchase of the CBS-Columbia \$895

Norman C. Owen, vice president in charge of sales, said, "We are making this unprecedented move to stimulate overall interest in the color medium, to help create excitement about color video in the minds of the public, and establish an increasing audience in the Metropolitan area for the ambitious color program schedule spearheaded by the CBS television network."

Color TV Outlook

By 1958, color television will be in the mass market with 3,000,000 sales a year, according to the estimates of Benjamin Abrams, president of Emerson Radio and Phonograph Corp.

Retail prices will be approximately \$300 by that year, he said. Increased color programming will kick off a "substantial upsurge" in sales this year, he said, and approximately 500,000 sets will be sold. Next year, sales will increase to 1,500,000.

Abrams concluded that lower prices may materialize towards the middle of 1956. Color sales will pass black-and-white in 1960, but "both will sell side-by-side for many years to come.

er Profits for Jobber and Dealer. TALK-A-PHONE has an intercom for every need, from a 2-station system to 100 stations. For complete literature and details write . . .

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Sylvania Award To Silvers



"THE BEST COMEDY SHOW" of the year is the "Phil Silvers Show," sponsored by Amana. Here Silvers, right, receives a Sylvania Award from Deems Taylor, chairman of Sylvania's board of judges. At the Fifth Annual Awards Banquet, FCC Chairman George C. McConaughey lauded Sylvania, saying, "Here, simply, is a distinguished manufacturer announcing that its interest does not end with the sale of a TV set—that it genuinely wants to make a positive contribution to the improvement of what comes out of those receivers. I take my hat off to this high form of enlightened industry." In all, some 30 programs received awards.



Make friends with your customers

Send price of SI		Trapabout 1
Model #	.Make	
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Range	☐ Washer	(specify)
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CITY		
ZONE	STATE	

Webb Manufacturing Co.

You sell the appliance on your show-room floor, but when you deliver it, you sell yourself. So if you want your customers to remember you with pleasure, do a professional job on every delivery. Protect appliances such as ranges and refrigerators with Webb Slingabouts. They guard the appliance against bumps and scratches, spare customers' paint and woodwork. Webbing handholds help men maneuver appliances smoothly into place. For further information about Slingabouts (water - repellent canvas jackets lined with soft flannel), fill in the coupon opposite.



SLINGABOUTS or Radio, TV, Air Conditioners,



NEW POSITIONS







GEORGE A. BODEM

JAMES R. OBERLY

JACK H. ZINK

Admiral Corporation—The election of two new vice presidents and establishment of separate sales divisions for electronic products and home appliances has been announced. George A. Bodem, was named vice president electronics division, while James R. Oberly president of Admiral International Corporation, was elected to the additional post of vice president—appliance division for the parent company. An additional executive appointment is that of Jack H. Zink as sales manager of the range division.



DAVID T. SCHULTZ



C. ADRANCE MONTAGUE

Du Mont Labs, Inc., Allen B.—David T. Schultz has been elected president and director of Du Mont, succeeding Allen B. Du Mont, chairman of the board and retiring president.

York-Shipley, Inc.—C. Adrance Montague, formerly general sales manager, Kalamazoo Furnace & Appliance Co., has joined York-Shipley as manager of residential air conditioning sales.



SOL GOLDIN



C. J. HUNT

Whirlpool-Seeger Corp.—Sol Goldin has been named product manager, and Karl R. Hake, Jr., assistant product manager for the range division. Joseph A. Schulte is the newly named assistant merchandising manager.

Gibson Refrigerator Co.—Territorial appointments recently announced include the following regional sales managers. Arnold L. Kawsky, Chicago; Kenneth H. Luse, Cleveland; L. M. Gary, Washington, D. C., John D. Kendrick, New Orleans, and Robert R. Clarke, Dallas.

Zenith Radio Corp.—C. J. Hunt has joined Zenith as vice-president and manager of distribution. Hunt was formerly associated with Stromberg-Carlson, as vice-president in charge of radio-television.

Norge Div., Borg-Warner Corp.—William P. Mackle has been appointed regional sales manager for Norge in the Middle Atlantic area.

Viking Air Products—M. E. Kelley has been named to represent the company in Iowa and the surrounding states.

It more modern design ar finer engineering assure you of television reception at its highr

Channels 2-83

Model 101 Indoor Antenna

For Channels 2-13 Beautiful golden spiral which performs as well as it looks . . . the

highest signal gain possible. \$9.95 List Price

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Wrought Iron TV Stands-A complete line of the finest wrought iron TV stands

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neered to support the heaviest sets... List price from \$8.95 to \$17.95

Antenna For Channels 14-83 Unsurpassed reception in UHF areas with this proven and ac-

cepted indoor antenna which

works better in \$5.95 List Price



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J. J. GOLDSCHMEDING

Philco Corp.-Frederick D. Ogilby has been named vice president in charge of marketing for the corporation. Additional executive appointments announced were those of James M. Skinner, Jr., as vice president and general manager of the television division; Henry E. Bowes, general man-

ager of the home radio division, and John J. Goldschmeding, manager of electric range sales. Gibson B. Kennedy has been appointed merchandising manager of the television division, and Robert R. Kelly manager in charge of the corporation's refrigera-



ROBERT N. WOODWORTH



BRUCE D. EPSTEIN

Quicfrez, Inc.-Robert N. Woodworth has been named domestic sales manager for the company. Huffman Mfg. Co.-Bruce D. Epstein has been appointed advertising and sales promotion manager.



ROBERT MEEKER



J. H. BUTLER

Bell Sewing Machine Corp.-Robert Meeker has been named vice president in charge of sales.

Norris-Thermador Corp.-J. H. Butler has been named manager of evaporative cooler sales.





Only General's Model 750 hes all ten fea-tures which make it the leader in the field.

- 1. Compact
 2. Stainless Steel
- Knife
- Knife
 3. Gravity Feed
 4. Slice Thickness indicator
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 Brand New Feature
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JENOUAL SLICING MACHINE CO., INC.

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ROBERT S. SAICHEK

Motorola, Inc.-Robert S. Saichek has been named sales promotion manager, and Hugh Englemann appointed to the post of local advertising manager. A regional appointee is H. E. von Kahrs, named regional sales manager for Washington and Oregon.



CLARKE W. KIRRY

Frigidaire Div., General Motors Corp. Announcement has been made of the formation of two new sales units, a building industry sales department under the supervision of W. H. Slemp, Jr., and a kitchen modernization activity headed by Clarke W. Kirby.



PAUL W. TANNER

Arvin Industries, Inc.-Paul W. Tanner has been appointed sales manager in charge of special accounts for the furniture and housewares division of



R. L. CLARK

Moto-Mower-R. L. Clark has been named advertising promotion manager of the Moto-Mower division of Detroit Harvester Co. Glenn H. Connelly, Pacific Northwest representative.





VERNE ROBERTS

Stromberg-Carlson-Sidney R. Curtis has been named general manager of the company's radio-television division to succeed Clifford J. Hunt who recently resigned to join Zenith Radio Corporation.

Magnavox Co.-Mourie Housel, Jr., has been named regional manager for the firm in the Cleveland, Ohio area.

American Kitchens Div., Avco Mfg. Corp.—A southwestern regional sales office has been opened in Oklahoma City with Malcolm Mitchell named as manager.

Magnecord, Inc.-Frank W. Guthrie has been appointed sales manager for the tape recorder division of Magne-

Raytheon Mfg. Co.-Verne Roberts has been appointed manager of radio. Roberts most recent post was dis-tributor sales manager for the Regency division of IDEA, Inc.

Scott Radio Labs, Inc.-Howard W. Morse has been appointed field sales manager with headquarters in Atlanta,

Servel, Inc.-The company has announced the appointment of seven district managers. The managers and their headquarters are: E. A. Dunham, New York; Emil P. Nensel, Philadelphia; P. E. Arnold, Chicago; Hollis G. Hayes, Washington, D. C.; Gene Helzeduh, Seattle, James C. Hayden. Holzschuh, Seattle; James G. Hayden, Minneapolis; Carl P. Duke, Omaha, and James H. George, Atlanta.



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THIS PELLOW IS TRAINED IN YOUR BUSINESS. HIS main duty is to travel the country — and world - penetrating the plants, laboratories and management councils . . . reporting back to you every significant innovation in technology, sell-ing tactics, management strategy. He functions as your all-seeing, all-hearing, all-reporting business communications system.

THE MAN WE MEAN IS A COMPOSITE of the editorial staff of this magazine. For, obviously, no one individual could ever accomplish such a vast business news job. It's the result of many qualified men of diversified and specialized talents.

AND, THERE'S ANOTHER SIDE TO THIS "COMPOSITE MAN," another complete news service which complements the editorial section of this magatine - the advertising pages. It's been said that in a business publication the editorial pages tell "how they do it" - "they" being all the industry's front line of innovators and improvers-and the advertising pages tell "with what." Each issue unfolds an industrial exposition before you - giving a ready panorama of up-todate tools, materials, equipment.

SUCH A "MAN" IS ON YOUR PAYROLL. Be sure to 'listen" regularly and carefully to the practica business information he gathers.



McGRAW-HILL PUBLICATIONS

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YOUR DISTRIBUTOR'S NAME



CHARLES P. BAXTER



Radio Corp. of America-Charles P. Baxter has been elected vice president and general manager of the television division, and James M. t'oney vice president and general manager of the radio and "Victrola" division. George Fearnaught has been named field sales manager of the RCA Victor television division.

Mr. Fearnaught was previously New York district sales manager for the division





C. J. MURPHY

Preway, Inc.-Henry F. Shea has been named advertising and sales promotion manager.

Queen Stove Works, Inc.-C. J. Murphy has been named sales manager of the Superflame Appliance Division.

DISTRIBUTORS APPOINTED

Admiral Corp.—E. T. Donohue, Inc., Rochester, N. Y.

American Kitchens Div., Avco Mfg. Corp.—McDonald Bros. Co., Inc., Memphis, Tenn.; Consolidated Equipment & Supply Co., Inc., New Or-leans, La.; Southwest Radio & Equipment Co., Oklahoma City, Okla.; Crouch Appliance Co., El Paso, Texas; W. R. Beamish Co., Minneapolis, Minn.

CBS-Columbia-Nash Ringel, Inc., Albany, N. Y.; Shook & Fletcher Supply Co., North Birmingham, Ala.; Albert J. Mathias & Co., Phoenix,

Chambers Ranges, Inc.—Radio Equipment Co., Inc., S. W. Grand Rapids, Mich

Eureka Williams Co.—Sunset Electric Co., Spokane, Wash.; Shobe, Inc., Memphis, Tenn.; Butcher Distributing Corp., Lafayette, La.; Southern Wholesalers, Inc., Jackson, Miss.; Empire State Distributors, Inc., Jacksonville, Fla.; Jones Cornett Electric Co., Welch, W. Va.; Broome Distributing Co., Syracuse, N. Y.

FASCO Industries, Inc-Marvin Weiss Co., Chicago, Ill. Gibson Refrigerator Co.-American

Appliance Distributors, Kansas City,

Hoffman Radio Div., Hoffman Electronics Corp.-Stack Electronics, Inc., Binghamton, N. Y.; Appliance Mer-chandisers, Inc., Boston, Mass.; Gautreaux's Electronics Supplies, Inc., New Orleans, La.

Landers, Frary & Clark—Superior Dis-tributing Co., Pittsburgh, Pa. Magnecord, Inc.—Gene Rosen Associates. Inc

Motorola Inc.-Copeland Co., Knoxville, Tenn.

Norge-Apollo Distributing Co., Newark, N. J.; Western Massachusetts Distributors, Inc., Springfield, Mass.

Corp.-Dauphin Norris-Thermador Electrical Supplies Co., Harrisburg,

Servel, Inc.—L. P. G. Equipment Co., Orlando, Fla. Signal Electric Div., King-Seeley Corp.

Brennan Appliance Distributors, Inc., Detroit, Mich.

Tappan Stove Co.-Vaughn Electrical Co., Somerville, Mass.

Toro Mfg. Corp.-Bay Toro Distributors, Inc., Providence, R. I.; Hudson Toro Sales Co., Latham, N. Y

Whirlpool-Seeger Corp.—Frank Lyon Co., Inc., Little Rock, Ark. Youngstown Kitchens, Mullins Mfg. Corp.—Straus-Frank Co., Houston,

Texas.



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YOU CAN SAVE the cost of an extra man because one man and an Easload can handle any appliance easily and safely with its load balancing design and slide runner frame. And your appliance is always protected on the rubber covered Easload frame; it is strapped

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A lightweight appliance truck with ratchet cincher and strap, rubber covered sled runner, tube steel frame. Handles 600 lbs. Low priced at \$39.50



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manufacturer of Nationally Advertised Prime Steel and Aluminum Windows has an exceptional opening for an aggressive Regional Sales Manager. Distribution is thrubuilding materials wholesale jobbers and declers. We can only consider applicants accustomed to earning \$15,000 or more annually. This opportunity offers unlimited earnings, fixed expense allowance and substantial monthly draw against commissions. Write full resume in first letter. Replies strictly confidential. SW-8656, Electrical Merchandising, 330 West 42nd St., New York 36, N. Y. Wanted Regional Sales Manager leading manufacturer of Nationally Advertised

SELLING OPPORTUNITIES WANTED

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330 West 42nd St., New York 30, N. Y. Aggressive yeung salesman wants Ohie area territory. Extensive experience as manufacturers representative calling on furniture, appliance, hardware, building materials, utilities, department store accounts, and wholesale distributors. College grad, married, two children. Hard worker. RA-8602, Electrical Merchandising. 520 N. Michigan Ave., Chicago 11, III.

144 RAZORS \$400

Women "Hairemover" and 71 Men Tay-Made A.C. Dry Electric Razor. Posipaid. atienal Directory of 2500 Discount Dealers"

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NEW ELECTRICAL PRODUCT

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BO-5580

ELECTRICAL MERCHANDISING

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DISTRIBUTOR NEWS

Burden-Bryant Co.

Sol Freeman, general manager of Burden-Bryant Co., Springfield, Mass., and Allen R. Doty of Longmeadow, Mass., have purchased the firm. They acquired the entire stock held by the Springfield Safe Deposit and Trust Co. under the will of Archer R. Simpson who died in 1950. Freeman will serve as president of the firm while Doty will be vice-president and treasurer.

Philco-Cleveland

Stuart A. Falk has been named meral manager of Philco Distributors, Inc., Cleveland, Ohio. Frank Bonner been named sales manager for the Cleveland firm with Frank Moore as operations manager.

Westinghouse Supply

Robert W. Stewart has been named general manager, consumer products, for Westinghouse Electric Supply Co. Stewart formerly was manager of distribution for Westinghouse consumer products at Pittsburgh.

Admiral Distributors

John R. Hodgens, general sales manager of the firm's Boston division has been promoted to general manager in complete charge of that branch. A similar promotion made recently in Oklahoma City puts W. C. Henderson in charge of that branch as general manager.

Zenith

One hundred sixty trips to Bermuda, eight trips to Paris and a Cadillac have been handed out by Zenith Radio Corp. to distributor winners in the firm's "Line Up For Sales" campaign. Winner of the car was Wayne Wicklund of V. J. McGranahan, Inc., Dayton.

CBS-Columbia

Irving E. Russell, formerly national sales manager for Webcor, has been named general manager of CBS-Columbia of Detroit. Russell was at one time general manager and partner in All-State Distributing, Newark.

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Capitol Light and Supply Co.

Hartford, Connecticut distributor, Capitol Light and Supply Co., have announced the acquisition of new warehousing facilities in. The move is designed to incorporate all phases of the company's Admiral distributive operations under one roof.

Supplee, Biddle Steltz Co.

Philadelphia distributor, Supplee Biddle Steltz, have announced the company's 15th annual merchandise fair to be held February 13, 14, 15 and 16. The fair, with all the trimmings of a circus, including celebrities and entertainers, will contain over 500 displays of national manufacturers including those in the electrical housewares category.

Correction: Too Much Water

To the Editor:

It was with great chagrin that I noticed that one of the proudest fea-tures of our Westinghouse Laundromat automatic washer line was incorrectly represented in your recent listing of automatic washer features in the November issue.

Under the main heading of "Capacity" and then the sub-heading "Maximum Hot Water-Gallons", you list the total water consumption, both hot and cold, of our Laundry Equipment and not the consumption of hot water alone.

In checking for the source of your information, I found you wrote Westinghouse this summer and asked for specification sheets, enclosing a questionnaire to be filled out. I sincerely hope that a member of our staff did not give you the figures shown as hot water figures and I would be interested

to know the source of the information you used.

This does us irreparable harm since economy of hot water is one of our strongest features. Would it be possible to print a correction in your next issue? It would be a great help to us since I am already receiving letters from our dealers asking about your figures. Unfortunately, the data printed in ELECTRICAL MERCHANDISing makes our product appear as the most extravagant user of hot water on the market when, actually, the opposite is true.

Below is the true picture of the water consumption of our Laundry Equipment in gallons:

> Kevin J. Sullivan Merchandising Manager Laundry Equipment Department Westinghouse Electric Corp.

Models L-9 and L-8	Hot	Cold	Total
9-pound load, Soap 'N Water Saver on "Regular"	16	10	26
6-pound load, Soap 'N Water Saver on "Medium"	14	8	22
3-pound load, Soap 'N Water Saver on "Small"	10	6	16
Model WD-1 (combination Wash 'N Dry Laundromat)	Hot	Cold	Total
8-pound load, "Regular"	16	9	25
The model L-9 is our Deluxe 1956 model, succeeding	the L-8 of	1955	

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How To Use E. M. Statistics

ONCE again ELECTRICAL MERCHAN-DISING brings you its Annual Statistical and Marketing Issue. Months of work and thousands of dollars have gone into its creation. Hundreds of people have cooperated with us to make possible the publication of the statistical material—figures that have long been accepted by the appliance-radio-television industry as the most authoritative to be found anywhere. It is a job that the staff of this magazine takes natural pride in presenting to its readers.

HOWEVER, it is not our intention here to pat ourselves on the back, but to try to point out that, properly used, this issue can become an invaluable tool in your business. Statistics by themselves mean little. But when applied to specific day-to-day problems, they become charged with meaning and significance. Knowing how many washers, or refrigerators or TV sets were sold nationally, or what percent of the nation's consumers own them, may seem academic to Joe Zilch, who just lost a sale to a cut-price artist down the street and who has a payroll to meet the next day. But those same figures broken down to his local market can tell him at a glance the sales trend and the sales potential for a particular appliance. National market and sales statistics, in the end, are no more than the collective figures for thousands of local markets. And every time a local dealer's cash register rings up a sale, it becomes a measurable statistic with numerous implications. It means a customer was wooed away from spending his money elsewhere; it means another unit of public acceptance of our products; it means another notch in the "saturation", or ownership factor of that device; it means a customer removed from the market for a period of years; it means in the case of a radio or TV set, another unit added to the listening or viewing audience, or, in the case of a washer, another customer lost to the commercial laundry. It means a fractional increase in the utility's residential load; it means continued employment and income for the men and women who build the product. It also means a statistical notch in the profit of the manufacturer, the distributor and the dealer.

While a sale, therefore, is a dry statistic it carries with it profound economic implications. And in measuring the progress of these isolated sales in every corner of the country, we not only arrive at totals of a staggering magnitude, but are able to assess the progress of an industry and a change in the living habits of a nation.

N this issue the careful reader is provided with many clues to the effect of sales in our business. He is given an historical record for purposes of comparison year by year; he is given a cumulative index of ownership to point up potentials of specific products; he is given a seasonal index to determine optimum sales periods; he is given breakdowns of sales and ownership by states and by regions within those states. He may ascertain, furthermore, the extent of the replacement market, the percentage of the business involving traded-in merchandise and the eventual disposition of trade-ins, he is provided with background statistics on general business conditions-employment, incomes, savings, installment credit, new home construction, etc. He is furnished a breakdown of the country's wired homes-our basic market-by states and by urban and rural classifications. He can find out sales per thousand customers in any area of the country from data supplied by utilities serving those areas. He can even find out the number of other dealers competing with him in a given area. And finally, he is informed as to the probable course sales will take in the year ahead.

I N other words, all the necessary information for intelligent sales planning is wrapped up in this package. If you know the extent of your market, know your potential prospects, know the degree of acceptance and present ownership of the products you sell, know what ratio of your sales will require replacing existing or obsolete equipment, know the number of your present customers who can be sold new devices and know when and where appliances generally sell best, you have eliminated a lot of guesswork and provided your business a sound basis on which to operate.

This issue is a tool to use in your business. We hope you find it useful.

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"We sell more wringer washers than automatics!"

...says Lou Hoechstetter, Hahn Furniture Co.—one of Pittsburgh's top retail home furnishings chains

Mr. Hoechstetter tells why:

"We sell more *wringer* washers than automatics because more people can afford them," says Lou Hoechstetter, buyer for the Hahn Furniture Company's five stores in Pittsburgh. "And we like to feature wringer models because they have a greater initial mark-up. And the net profit is greater, too. There's no installation cost.

And very little service cost on a wringer washer.

"There are certain classes of customers who prefer wringer washers to automatics. The 'Older Generation' buys wringer washers because they have had years of experience with the good serviceability of wringer types. Factory workers generally prefer them because of a better cleansing action on VERY dirty work clothes. Pittsburgh, of course, is a large industrial area,

containing a great many factory workers.

"Then," continues Mr. Hoechstetter, "there are the customers who buy wringer washers because of the price. This includes many newly wed couples and people with large families and low incomes."

Mr. Hoechstetter explains below some of the merchandising ideas he uses to build his big wringer washer sales volume.



"WE USE FREQUENT NEWSPAPER ADS on wringer washers to bring customers in," says Mr. Hoechstetter. "Sometimes we feature a promotion offering special savings on washers. We use direct mail, too. And our complete display of wringer washers helps prevent customers from walking out of the store to see what 'the other place has'. But a good wringer demonstration is the clincher." Here Mr. Hoechstetter demonstrates why Lovell wringers are safer. "We demonstrate the Lovell Instinctive wringer by feeding a towel through the wringer and showing how a light tug releases the roll pressure automatically. On standard Lovell wringers, we demonstrate how a feather-light touch on the release bar releases roll pressure instantly."



"TO DEMCINSTRATE LOVELL'S THOROUGH CLEANSING ACTION, we run a rug and a dollar bill through the wringer at the same time. The rolls grip the thin dollar bill as well as the bulky rug. That's proof," says Mr. Hoechstetter, "of Lovell's balanced pressure. It squeezes more of the dirt out of clothes," Lovell wringers also have an adjustable pressure for different fabrics.



MR. HOECHSTETTER DOESN'T FORGET to mention automatic indexing on the Lovell Instinctive Wringer. It eliminates groping for a lock lever." A quick push or pull is all it takes to swing the Lovell Instinctive to the next position," says Hoechstetter, Make sure you use these Lovell selling points They'll make it easier for you to get your share of the booming wringer washer business, 1955 was "the year wringer washers made their comeback". And 1956 looks even better! Make sure it's better for you!

And remember an automatic dryer is the natural companion to a wringer washer. Remind customers they can get their wash done quickest with a Lovell-equipped wringer washer and a dryer with a Lovell Drying System.



PRESSURE CLEANSING WRINGER

Lovell Manufacturing Co., Erie, Pa.

Also makers of gas and electric drying systems

THE MOST DRAMATIC AND CONVINCING **DEMONSTRATION FEATURE IN THE INDUSTRY!**

.it's so easy to show how only Kelvinator ends the messy job of oven-cleaning!



NEW 1956 KELVINATOR ELECTRIC RANGES WITH DISPOSABLE ALUMINUM OVEN LININGS

Open the oven door of the new 1956 Kelvinator and you open the door to the greatest sales-making opportunity in the range industry today! Here is a feature that practically demonstrates itself. Housewives see at a glance that these shining disposable aluminum oven linings end forever the hard, back-breaking job . . . the dirtiest, messiest job in the kitchen . . . old fashioned oven cleaning.

Now, show them how easy it is to have a shining new oven in a jiffy. Just slide out the foil lined oven bottom and watch her eyes light up. Yes, this is the feature women want most. Survey after survey among thousands of housewives has proved that disposable aluminum oven linings that end the drudgery of oven cleaning is the greatest range feature in the industry. And it's so easy to demonstrate!

Kelvinator Exclusive! The New, Completely **Automatic Kelvinator**



Here's a fecture that will really close sales-the magic Roast Ready, an automatic electric meat thermometer. It automatically turns off oven when roast is cooked the way it is wanted, and a light on control panel indicates "ROAST READY"

A brand-new-sales-maker! It's an-other dramatic, convincing feature you get only with Kelvinator.

"Disneyland", America's Favorite Family Program, is Selling, Selling, Selling for Kelvinator Dealers

Kelvinator



KELVINATOR IS THE MOST VALUABLE FRANCHISE IN THE INDUSTRY